

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



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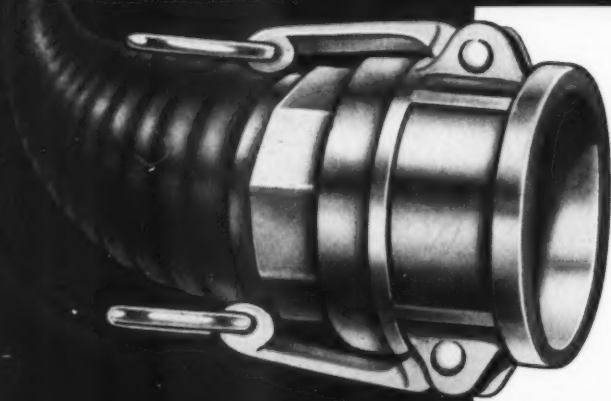
Southern Bakers Association

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# The American Baker

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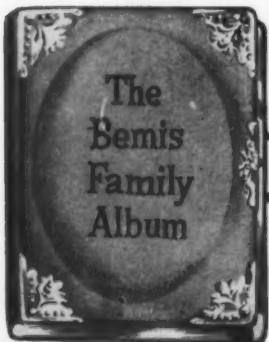
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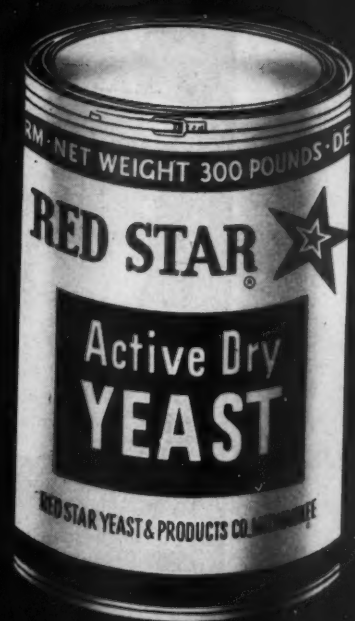


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## Comment . . .

. . . by Cooley

A major problem of the wholesale segment of the baking industry is the cost of distribution, as everyone knows. Everyone also knows that the five-day week for driver-salesmen has boosted those distribution costs nearly to the breaking point. Some joshing bakers have said they are getting ready for the four-day week—and now comes along J. Frederick Dewhurst, director of the Twentieth Century Fund, who flatly says that by 1975 Americans will be working a 32-hour, four-day week.



F. W. Cooley, Jr.

He figures that total employment will reach about 85 million in 1975, and people won't choose to work a 40-hour week since for 50 years they have been taking 38% of the increase in productivity in the form of more leisure time. He also figures the national income at almost double last year's \$300 million.

So by the time your kids are making the decisions there won't be any controversy about drop-out days, and maybe there won't be any driver-salesmen as such. I bet there will be a whole lot of new problems though, such as how to make deliveries seven days a week with two separate crews each working 3½ days.

Graham McGuire, promotional-minded head of the Lakeland Baking Co., St. Cloud, Minn., started off his term on the American Bakers Assn. board of governors by plugging for a Minnesota Bakers Council to help promote the Bakers of America Program where it must be promoted—at those "grass roots" you have heard so much about.

The idea will bear fruit, too, because Mr. McGuire is that type of person. Looking again into the future, perhaps such councils could be started in most of the major areas, with the important purpose of talking the baking industry into using the promotional opportunity given it.

This is the same McGuire that spoke for the whole industry when he said, "I have a crisis in my business every 15 minutes—if I don't have one I create one."

Well, they racked up an attendance approaching 15,000 at the Atlantic City Exposition—six days was enough to ruin the arches but not nearly enough time to see all there was to see and hear all there was to hear. There are a few pictures in this issue that may give you stay-at-homes the flavor of the gathering.

There are rumors floating around about a change of site next time—1961, according to schedule. New York's facilities will be expanded tremendously; many are plugging for Chicago because of its central location. Those who flinched at paying Atlantic City's prices would never recover from the New York bill.

Speaking of baking industry promotion at the point of sale, one firm told us recently that 85 envelopes containing window streamers, counter cards, formulas and merchandising aids were passed out in one area—then 30 days later a check was run on the sales results so the ten bucks spent on each of those envelopes could be justified.

42 of those envelopes had not even been opened.

Thanks for reading. See you next month.

Frank Cooley

## Mr. Crumb . . .



"It sure has helped the sale of gingerbread boys. Not many people have the heart to break up a family."

## Editorials . . .

### "PROTECTIVE" FOOD VILLAINS

THE illness of President Eisenhower has centered public press attention on heart and circulatory diseases. Thousands of newspaper columns have been written explaining the why and the how of such disabilities.

In this process the finger of suspicion is pointed again at animal fats as a prime cause of blood vessel deterioration. Although this is not a new theory or one that medicine fully accepts as a proven fact, a very large number of reputable physicians believe in it and practice accordingly. Naturally, this theory is getting a lot of publicity now, too.

The Kansas City Star, for example, recently lent a front page column to the exposition of this principle in an interview with a well-known visiting medical lecturer, Dr. William Dock, who maintained that the case is proved that "foods rich in animal fats—fresh eggs, whole milk and its golden butter, and tasty, fat-streaked meat—are the villains in an opulent American diet that invite blood vessel deterioration by loading the vessels with more fatty cholesterol than they can stand."

Professor Dock does not expect the American people to make an abrupt and substantial change in eating habits as a result of the indictment of animal fats, but over extended periods such influences often do affect the national dietary a little at a time. As millers well know, the creeping increases in consumption of the rich foods have played an important role among the factors that have lowered the per capita consumption of flour a bit at a time continuously for more than fifty years.

If the diet can be too rich, if the "protective" foods lose some of their glamor, may not the pendulum some day soon begin to swing back toward plainer fare in which bread will provide a larger share?

Businessmen are developing greater and more efficient use of tools—that is "automation." Atomic energy will in the foreseeable future affect practically every business. The non-military aspects of nuclear energy are just beginning to be realized. Clearly the food-processing business will be affected, because the storage life of many foods may be greatly prolonged by exposure to radiation. Many commercial electric plants will be powered by atomic energy.—From a commencement address by Harry A. Bullis, chairman of the board of General Mills, Inc., at the University of Minnesota.

## Trade Pulse

B. E. (BERN) GODDE, past president of the Associated Retail Bakers of America, and former owner of Godde's Pastry Shoppes, Battle Creek, Mich., has joined the sales staff of the Sonneveldt Co., Grand Rapids, Mich., suppliers of bakery ingredients and equipment. Announcement was made by Henry J. Sonneveldt, president of the company. Mr. Godde will work out of the Battle Creek branch of the company and will cover southern Michigan.

CHARLES A. STRUBLE has been appointed executive vice president and a member of the board of directors of Spaulding Bakeries, Inc., Binghamton, N.Y. He formerly was regional sales manager for the Continental Baking Co.

Emulsol Chemical Corp. has elected DR. CHARLES F. FUCHS a member of its board of directors, it was announced by ROBERT I. WISNICK, president of the Witco Chemical Co., of which Emulsol is a division. Dr. Fuchs is also vice president and technical director of Emulsol.

JOHN MCGUINNESS has been added to the executive staff of Fuchs Baking Co., South Miami, Fla., as director of advertising and public relations. He succeeds the late CHARLES M. SCHWARTZ, who died several months ago.

WILLIAM W. WILSON has been named sales manager and WILLIAM E. PATTERSON has been appointed fleet and maintenance superintendent of Baird's Bread Co., which has been formed at Phoenix and begun construction of a new plant.

MURRY LEACH, formerly manager of Sunshine Biscuits, Inc.'s Oakland, Cal., plant, was elected a vice president of the bakery firm.

W. L. NELSON, who since 1952 has headed the sale of Saran Wrap as used for household packaging, will have added responsibility for the sale of commercial applications of Saran Wrap and other Dow plastic films, it is announced by DONALD L. GIBB, manager of plastics sales, Dow Chemical Co.

RALPH F. MURPHY, west central division sales manager for the Carnation Co., has been named national sales manager for Carnation's newly established frozen foods division.

THOMAS E. KENNEY has been named to the new post of assistant sales manager of the Dayton Bread Co., Dayton, Ohio. He joined the baking firm in 1931.

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## "Everybody Doesn't Love Us"

# Charles R. Hoffman Heads Connecticut Bakers Assn.; Need For Advertising Stressed

HARTFORD, CONN.—Charles R. Hoffman, Hoffman Baking Co., New Britain, was elected president of the Connecticut Bakers Assn., Inc., at its 23rd annual meeting, held here Oct. 24 at the Hotel Statler. Mr. Hoffman succeeds Alva T. Cinq-Mars, Handy Kitchen Bakery, Prospect, who served the past two years.

David T. Duggan, Viking Baking Co., West Hartford, was reelected vice president and Charles Barr, Charles Barr & Associates, West Haven, was reelected secretary. Robert H. Winalski, of Newton, Robertson Bakery, Hartford, succeeded Mr. Hoffman as treasurer.

Division vice presidents elected were: Wholesale, Samuel Shumofsky, Bamby Bread Co., Bridgeport; Re-

tail, Eddy Thoennes, Eddy's Bake Shop, Ansonia; House-to-House, Paul V. Marcuson, Viking Baking Co., West Hartford; Specialty, Samuel Baggish, Julius Baggish Bakery, Inc., Hartford; Italian, Salvatore Spinella, Spinella Bros. Bakery, Waterbury, and Allied Trades, Thomas P. O'Connor, General Mills, Inc., New Haven.

Three additional representatives of the allied trades named at the one-day meeting were: Harold Kuhn, Armour & Co., New Haven; Herbert Aron, J. Sausville Sons, Inc., Meriden, and George Shackleton, Revere Sugar Refining Co., Branford.

Named baker "Man of the Year" was David T. Duggan. The allied trades honor went to Thomas P. O'Connor.

### Cake Contest

There were 21 entries in the decorated cake contest. First prize in party cake decoration was awarded to Edward Jeneck, Viking Baking Co., West Hartford. Second prize was won by Anthony Grala, Julius Baggish Bakery, Inc., Hartford. Doris Mayette, also of Julius Baggish Bakery, Inc., was winner of the most unusual cake award. Her entry was a reproduction of a phonograph with a turntable that actually spun.

Personal impressions of "what it all meant" at ABA's Atlantic City convention and exhibition were given by Peter G. Pirrie, Bakers Weekly. He stressed equipment, materials, packaging and delivery.

Equipment displayed at the exhibition, Mr. Pirrie said, enables the baking industry a means of improving quality of products, sanitation and safety and reducing labor and handling costs. He directed his remarks to the retail neighborhood baker, the independent bread wholesaler and the cake baker.

Mr. Pirrie showed how various basic trends in handling and processing could help solve the bakers' problems. He discussed bulk handling of flour and other ingredients, automatic weighing and handling of small ingredients, continuous mixing of bread doughs, the ferment or brew process, freezing, cooling of doughnuts and starch dusting. He advised the bakers not to sit back and wait for the trends to catch up, but rather investigate them now in an effort to improve their bakery operations from the purchase of ingredients to delivery of the baked products.

Virginia M. White, consumer service representative, American Institute of Baking, told the bakers that "everybody doesn't love the baking industry." She related how AIB is carrying on a program to aid bakers in their businesses.

### Consumers Have Doubts

The biggest question in the minds of most people today, she said, was the "bread Grandma made." Miss White said consumers still have doubts about preservatives and aging of flour, although bread today is much better nutritionally than Grandma's. One of the best ways for the baker to help dispel misinformation

(Continued on page 45)

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see it in Chicago  
see it made  
see it merchandised  
see it sold

Associated Retail Bakers of America  
Convention and Exhibition

HOTEL SHERMAN, CHICAGO, ILLINOIS  
APRIL 8, 9, 10, 11-1956

## ARBA Inaugurates Plans for "Work" Convention at Chicago

CHICAGO—How quality baked products should be made, merchandised and sold will receive major emphasis at the 1956 Associated Retail Bakers of America convention and exhibition, according to the ARBA president, Bernard Bowling, Plehn's Bakery, Louisville. The event will take place here April 8-11 at the Hotel Sherman.

Preliminary plans for the "working" convention include a large number of organized field trips through several of this city's outstanding retail bake shops.

The convention program will feature a series of production demonstrations by top bakery servicemen.

Plans are also being laid to fill every non-working moment on the

four-day convention schedule with social, sightseeing and shopping activities.

General chairman of the convention committee is John Moroff, owner of Nelson's Bakery, Chicago, and president of the Associated Retail Bakers of Greater Chicago. Fred F. Ecker, manager of Burny Bros., Inc., and first vice president of the Greater Chicago association, is co-chairman.

Emil Hilbert, Hilbert's Bakery, Chicago, and the proprietor of a cake decorating school as well, will serve as chairman of the baked foods display committee at the 1956 convention. He was presented with a scroll for the 2,000 lb. cake he decorated for the Miami Beach convention of the ARBA this year.



**ARBA CONVENTION PLANNERS**—Convention planners of the Associated Retail Bakers of America met recently to draft preliminary plans for the 1956 Associated Retail Bakers of America convention and exhibition, to be held April 8-11 at the Hotel Sherman, Chicago. Committee members pictured above are: (seated, left to right) John Moroff, general chairman; Bernard Bowling, ARBA president; Fred F. Ecker, general co-chairman; Trudy Schurr, ARBA executive secretary; (standing) William Baker, bake shop; L. Carroll Cole, ARBA treasurer and multiple units chairman; Emil Hilbert, chairman of baked goods display and decorated cakes; George Chussler, ARBA honorary director; Gerry Kirk, publicity co-chairman; Tom Flood, publicity chairman; John Gooley, convention coordinator; Eugene Bolliger, bake shop chairman; and Henry Topp, convention secretary. Committee chairmen not present for the photograph include James Audett, bake shop co-chairman; Seymour Carlson, entertainment; Herman Dressel, exhibits; Eugene Kleczewski, convention treasurer and John Kleczewski, registration.

## Novel Party Cake Draws Comment

An ice cream cone party cake entered in the cake decorating contest during the meeting of the Connecticut Bakers Assn., Inc., drew considerable amount of favorable comment from bakers and others attending the event despite the fact that it was not awarded a prize.

An appealing feature of the 12-in. round layer cake was an arrangement of a dozen colored and flavored ice cream cones over the icing on the top of the cake.

The cones were laid on their sides, with the open ends facing out from around the edge of the cake. The appearance was similar to spokes in a wheel. White buttercream frosting, topped with small colored candy shot, was the cone filling. A small section of the cones at the open ends was broken away to allow a liberal amount of filling without running down the side of the cake. White icing was used on the cake. The edge was ribboned and a hub effect with rose-colored icing was used in the center over the small ends of the cones. Pairs of green-dyed cherries ribboned with rose-colored frosting were arranged around the side of the cake. A single cherry in the center of the hub completed the decoration.

The design for the unusual cake decoration was a last-minute idea, according to Alva T. Cinq-Mars, Handy Kitchen Bakery of Prospect, Conn., who entered the cake and who is immediate past president of the association.

In addition to his bakery products, Mr. Cinq-Mars sells a substantial amount of ice cream. To make his ice cream cones different from the usual ones, Mr. Cinq-Mars uses special colored and flavored cones. These are ordered from a distant point for his exclusive use in his territory. Flavors and colors include chocolate, strawberry, vanilla, lemon and lime.

Mr. Cinq-Mars then applied his colored ice cream cone idea to his cake entry. Judging from the note made of his entry, it is expected his decoration idea will be taken up by other bakers.





Julian L. Cagle

**NAMED**—President-elect of the National Association of Bakery Sanitarians is Julian L. Cagle, sanitarian of Helms Bakeries, Los Angeles. Mr. Cagle will serve under Louis A. King, Jr., director of the sanitation department of the American Institute of Baking, who is president of the group for 1955-56. Mr. Cagle has been instrumental in sparking membership in the association among bakeries and allied companies on the West Coast.

## SBA Production Conference Program Readied

**ATLANTA**—Final arrangements for the Southern Bakers Assn.'s three-day annual production conference have been completed. The conference will be held Nov. 13-15 at the Biltmore Hotel, Atlanta.

The program will open at 9:10 a.m. on Nov. 13 with group singing, followed by a call to assembly by the conference chairman, James E. Stroupe, James E. Stroupe Co., Atlanta. Ralph Ward, Merchants Bakery, Inc., Norfolk, Va., president of the association, will speak at 9:30 a.m. The remainder of the Nov. 13 program follows:

9:35 a.m., introduction of session chairman, Vaughn Vincent, Atlanta; 9:40 a.m., "Know Your Cost," K. Camille Den Dooven, Boston; 10:20 a.m., "Variety Cookies," L. A. Weidman, New York; 11:10 a.m., "Refrigerated and Icebox Pies," E. J. Welter, Atlanta; 12:15 p.m., group luncheon, Empire Room, Jack Lanum, Atlanta, master of ceremonies; speaker, W. H. Walton, Atlanta; 1:45 p.m., assembly; 1:55 p.m., introduction of session chairman, Harry Mutch, Orangeburg, S.C.; 2 p.m., "The Retail Baker's Money Crop," Mrs. H. Parker Henderson, Jacksonville, Fla.; 3:10 p.m., "Merchandising Magic," Miss Roberta Lamb, New York; 3:50 p.m., "New Cakes With Toppings and Fillings That Look and Taste Better," Fred Smedley, New Orleans; 4:45 p.m., adjournment.

The Nov. 14 program: 9 a.m., assembly; 9:15 a.m., singing; 9:25 a.m., Mr. Stroupe; 9:30 a.m., invocation, Sanford V. Epps, Claussen's Bakeries, Augusta, Ga.; 9:35 a.m., welcome by Mr. Ward; 9:40 a.m., program review; 9:45 a.m., "Nature of Things to Come in the Bread Industry," T. J. Otterbacher, Chicago; 10:15 a.m.,

(Continued on page 48)

# New Jersey Bakers Urged to Strive For Higher Profit, Improved Quality

By **WALTER C. SMITH**  
The American Baker Editorial Staff

**ASBURY PARK, N.J.**—Quality baked foods and apprentice training were topics stressed at the 37th annual convention and meeting of the New Jersey Bakers Board of Trade, Inc. More than 1,000 attended the event, held here Oct. 29-31 at the Hotel Berkeley-Carteret. It was estimated that two-thirds of the attendance were bakers and their wives.

Reelected president was Hubert Berchem, Bonat Bake Shop, Westfield. Walter J. Meier, Meier Bakery, Paterson, was elected first vice president, and Max Romoser, Romoser Bake Shop, South Orange, second vice president. Also reelected were C. R. Kooiman, Kooiman's Bakery, Haledon, treasurer, and Paul Boruta, Boruta's Bakery, Wallington, recording secretary. Michael Herzog, Standard Brands, Inc., Passaic, was reappointed executive secretary.

The subject of quality was discussed by both George Graf, general manager of the Quality Bakers of America Cooperative, Inc., New York, and Walter Jacobi, vice president, Ebinger Baking Co., Brooklyn. Speaking on apprentice training was John La Porta, apprentice representative of the U.S. Department of Labor, Trenton, N.J.

Bakers were told by Mr. Graf to "get busy and reduce your costs" and "increase your sales." Bakers must be profit minded, he said. Citing a recent survey on the volume of sales, he noted that one-third of the bakeries did over \$35,000 annually. "If one-third have the ingenuity and ability to do \$35,000 or better, there is no reason why the other two-thirds can't do the same thing," he declared.

Mr. Graf emphasized that consumers seek convenience and preparation. He said the only basic problem facing the baker was getting people into the store.

How the baker views his business, he said, is the most important thing in management. Mr. Graf gave the following "six great rules to profit-plus your business":

1. You've got to get your seat to make a buck.
2. Keep your eyes on the white space and not on the black spot.
3. Launch it like a battleship, make it important.
4. Remember the boss—the little lady with her hands in her husband's pocket.
5. Be a 'walnut' in your business, not a 'bean'. Don't be a 'won't' or a 'don't' but a 'will'.
6. Be willing to give service—a little more than is necessary."

Commenting on these rules, Mr. Graf said the baker cannot expect to get ahead by sitting back and doing nothing. The great expanse of opportunity is more important than the little annoying things encountered routinely, the baker's store, his baked foods and everything he does should be impressive, he said, and the baker should make it known.

"Walnuts are those aggressive bakers. The 'beans' are poor imitators, stubborn and careless, he added, who despise everything they do always fall to the bottom."

There is not enough willingness to live service, Mr. Graf declared. "Give the baker's dozen," he advised.

"Price is only secondary to the value of the product."

Quality of product, Mr. Jacobi said, could stand continuing attention. He described quality as the "most abused and misused word in the bakers' vocabulary."

Noting the trends in other foods, he said "our products are not good enough to compete with other foods." Some people still attach a lot of suspicion to bakery products, and in some cases this is justified, he declared.

He told the bakers at the convention that there is a great danger in the philosophy in thinking about how to make something cheaper, or always "how much will it cost me?" People will pay a fair price for something that is good, he said. "Let's put our house in order and then advertise," he admonished.

Mr. Jacobi emphasized that bakers can bake things better than the housewife. "We have the know-how, equipment and ingredients to out-bake the housewife," he said. He advised those in the baking industry to never let down on the continual search for improvement.

### Getting Quality Products

Steps to be taken to get quality products were listed by Mr. Jacobi as:

1. Right attitude in looking for perfection.
2. Looking for and accepting criticism.
3. Using nothing but the best ingredients.
4. Striving for uniformity.

Commenting on criticism, he said, it aids in knowing how to please people. He suggested that bakers take off "rose-colored glasses" in looking at their own businesses.

"Don't be tempted by cheap prices," he advised. "Only by using the best can he produce the best," he added.

In concluding his address, Mr. Jacobi said that uniformity was the greatest aid to quality. "Customers

should not pay for our mistakes," he said.

A need for standard apprentice training programs in the baking industry was seen by Mr. La Porta. He advised retail bakers to act as a group so that training programs are the same in any one area.

Mr. La Porta said a survey of the Trenton, N.J. area showed the average age of bakers to be 50 and upward. Training must be considered as a long term program, he said. It was recommended that apprentices supplement on-the-job training by attending evening schools where baking courses are offered.

In order to secure trainees, he told the bakers, they must provide some type of incentive, either in upping the average trainee wage of \$30-35 weekly or providing other benefits. Trainees, Mr. La Porta said, should have the necessary educational background and be physically fit.

Questions on advertising for retail bakers, effect of throughways on bakery establishments, figuring costs, unions and freezing baked foods were discussed by members of a panel moderated by the association's recording secretary, Mr. Boruta. Panel members were Peter Braidal, secretary of the New York State Association of Manufacturing Retail Bakers, Inc.; Joseph Gratzel, Gratzel's Bakery, Teaneck, N. J.; Herbert Wilson, Twining Sales Corp., New York; Otto Berchtold, past president of the association; and Mr. Jacobi.

The Oct. 30 sessions included a talk by Roberta Lamb, Standard Brands, Inc., on "Merchandising Magic." Miss Lamb also narrated a style show demonstrating uniforms for bakery salesgirls. Fred A. Grimmig, Jacques Pastry Shop, Miami Beach, Fla., presented a demonstration on tea cookies and sweet goods dainties.

Edward J. Patten, secretary of state of New Jersey, delivered greetings from Gov. Robert B. Meyner. Gov. Meyner declared the week of Oct. 29-Nov. 5 as "Retail Bakers' Week" under auspices of the New Jersey association.

There were 73 entries in the "Bakers' Art on Parade" competition. Twelve trophies were awarded to winners in four classes. Classes and first place awards were: Class 1 (expert decorators or instructors), Otto Gangel, Thos. J. Lipton, Inc., Hoboken; Class 1-A (creative display and showpieces), Louis Frey, Frey's Bakery, Trenton; Class 2 (retail bakers or employees), Mrs. Mary Horton, Lincoln Park Bakery, Lincoln Park; and Class 3 (apprentice), Stanley Boezon, Woodbridge Vocational School, Woodbridge. All entrants received certificates of merit.

Bergen County assemblyman Charles W. Kraus spoke to the bakers during the Oct. 31 morning session. His topic was "Roll of the Small Businessman in Government and Politics."

There were more than 55 allied firms and individuals who exhibited or contributed to the convention. The allied trades sponsored a "Saturday Night Roundup" on Oct. 29. Other social activities included cocktail hours, breakfast for early "chicks and roosters," special luncheon and the "president's candlelight banquet and ball." Host for the convention was the Essex County Division.



**HONOR**—J. A. McBride, Jr., vice president of finance, Omaha, Inc., (left), receives the bronze "Oscar of Industry" award for the best 1954 annual report in the baking classification from Weston Smith, director of the annual report survey, at the Financial World eleventh annual awards banquet in the grand ballroom of the Hotel Statler, New York, Oct. 24.



## On the Scene at the Bakery Exposition . . .

Over 14,000 gathered at the recent convention of the American Bakers Assn. and the exposition of the Bakery Equipment Manufacturers Assn. in Atlantic City spent a major portion of their time in Convention Hall visiting the over 300 exhibits. Some of these booths and the personnel manning them are shown on this and the following pages.



OLD FRIENDSHIPS WERE renewed and thousands of hands shaken at the "Fleischmann Gardens" exhibit of Standard Brands, Inc., which occupied the Convention Hall stage and at which 22,000 cups of coffee and 43,000 pieces of miniature F Danish pastries were served. (Right) Visiting the Pillsbury booth were (left to right) Harry W. Zinsmaster, president of the Zinsmaster



Bread Co. of Duluth, Minn.; Arthur Vos, Jr., president of the Macklem Baking Co., Denver; Harvey J. Patterson, Pillsbury vice president, Minneapolis, and Roy L. Nafziger, president of Interstate Bakeries Corp., Los Angeles. Mr. Nafziger was elected chairman of the board of American Bakers Assn. during the convention.



FEATURES OF NEW equipment were of interest to bakers throughout the hall, as John Wettig, Tasty Baking Co., Philadelphia, gets the facts of freezer construction direct from J. Desmond Phelan, sales manager of the Victory Metal Manufacturing Corp., Plymouth Meeting, Pa. (Center) Lee J. Medina,



National Bakers Services, Inc., Chicago, chats with Andrew W. Dutt, Nolde Bros. Bakery, Richmond, Va., and C. Pat Jones, also with the Hollywood Bread firm, Chicago. (Right) W. L. Hahn, Fruehauf Trailer Co., Philadelphia, points out important features in his firm's bulk flour handling equipment.



TAKING ADVANTAGE OF the opportunity to speak to sales representatives from throughout the U.S., some of the companies held get-togethers in their booths, such as the Brolite Co. did. At the left are Carl H. Barthel, Chicago; William A. Richards, Minneapolis, and W. E. Dawson, Chicago. (Right seated) Carl O. Peterson, Baltimore; Edmond L. Creety, San Francisco; (standing)



W. Paul Nachbaur, Jacksonville, Fla.; Frank B. Dietrich, Philadelphia, and Max Cyllax, Philadelphia. Visiting at the Merck & Co. booth are Reuben B. Meckel, International Milling Co., Minneapolis; C. L. Brooke, Merck & Co., Rahway, N.J.; and at the right Jack S. Devanny of International Milling Co. at Chicago.



THE SELF-SERVICE trend and its possible effect on the baking industry was discussed and evaluated during the exposition. Arthur W. Mengel, Cochrane Foil Co., Inc., Louisville, Ky., left and Paul Prentiss, Cochrane Foil Co., Inc., Chicago, right, are shown with Dietrich Paech, Rudolph's Bakery, Toronto, Canada, demonstrating how their products fit in with the

trend. (Center) Posing with Mr. and Mrs. R. M. Chantler, Chantler Baking Co., Butler, Pa., is C. R. Kolb, General Mills, Inc., New York, center, in front of the Truck-A-Bin section of the GMI booth. (Right) Shown with David Downs, Krispy Kreme Doughnuts, Winston Salem, N.C., center, are D. A. Wood, Procter & Gamble, Cincinnati, left, and E. R. Schwain, also of P&G.



AT THE BOOTH containing the Ekco Products Co. line of materials and equipment for the baking industry, Bob Fischer, Bob Martin, Ray Maloney and Jim McLaughlin, all of Ekco Products Co., Chicago, are shown ready to care for visitors stopping at Ekco's booth. (Center) C. L. Buttingham and S. H. Rayner, both of Sweetheart Bakeries, Salisbury, Md., watch with

interest as E. Park, American Machine & Foundry Co., New York, operates AMF's "Master Slave Manipulator," used in handling radioactive materials. (Right) Phillip Ball, Doughnut Corp. of America, New York, talks with puppets at one of DCA's exhibit features, which supplemented a complete large-scale doughnut production operation.



HELPING ANSWER QUESTIONS at his firm's booth is Glenn E. Hargrave, Panipulus Co., Kansas City, shown at the left above. (Center) Shown in front of sample baker's flour brands produced by their company are W. S. Hitchings,

King Midas Flour Mills, Philadelphia, and A. J. Oberg, King Midas, Minneapolis. (Right) Watching the store is Henry T. Meigs, American Dry Milk Institute, Inc., Lafayette, Cal., with Len Franzen, Standard Brands, Chicago.



POINTING OUT FEATURES of his firm's "Airslide" car for bulk materials transportation is D. W. Conrad, General American Transportation Corp., Chicago. On the receiving end is Arthur Wolf, Wm. Wolf Bakery, Inc., Baton Rouge, La. (Center) Standing next to the AB rotating replica of a loaf of bread are Alex Miller, Mead's Fine Bread, Roswell, N. Mexico, and Kenneth

Bowenschulte, Anheuser-Busch, Inc., St. Louis, Mo. (Right) Looking at samples of bread slices at the J. R. Short Milling Co. booth are Clayton C. Daley, Alfred Nickles Bakery, Inc., Navarre, Ohio; Marshall M. Grant, J. R. Short Milling Co., Chicago; and Dewey Dean, also with the J. R. Short Milling Co.





**GROUPED AT THE** exhibit of the Chicago Metallic Manufacturing Co., Chicago, are J. H. Debs, Chicago Metallic, Chicago; Arthur F. Vance, Penn Fruit Co., Philadelphia; W. C. Roth, American Bakeries, Inc., Chicago; and L. B. Weislow, Chicago Metallic. (Center) Examining a slicer are Eugene

Wefing, Alto Corp., Baltimore, Md.; Morgan Pennington, Pennington Bros., Cincinnati; and Dale Lechrone, Alto Corp., York, Pa. (Right) R. H. Bennett, Criswell Baking Co., Atlanta, is hearing all about the baking school at Florida State University, Tallahassee, from Charles D. Stone of that institution.



**MACHINERY GOT A** big play with the emphasis on its labor-saving and sanitation angles. At the left, R. J. Klunk of Read Standard Corp., York, Pa., is shown talking with Clarence K. Cooper, Cooper Baking Co., Leacock, Pa. (Center) Edward Stermer, Chapman & Smith Co., Chicago, reaches out with

a button between models Jane Martin and Dinky O'Brien, while Walter Rose, also of Chapman & Smith, looks on. (Right) Carl Rohloff, National Yeast Corp., Detroit, pins an orchid on the coat of Mrs. Robert Bohringer, Koepflinger's Bakery, Detroit.



**DISCUSSING THE EXPOSITION** with Douglas F. Cox, Red Star Yeast & Products Co., is Arthur G. Hessel, Continental Baking Co., New York. In the center, the new flour handling and conveying devices on display are demonstrated and explained by D. K. Banks and H. S. Sayre of the Fuller Co.,

Catasauqua, Pa. At the right, A. David Charlson and Robert W. Tolley, Jr., of Mallet & Co., Pittsburgh, stand in front of a new oven which attracted considerable attention because of its treatment of varied colors for bakery equipment.



**THE EXHIBITS SUPPLIED** an excellent chance for compatriots to gather to discuss old times and new events. Shown talking about the baking business are Roy Brunk, Baker Perkins, Inc., Chicago, and H. C. Loomans, Bake-Rite Baking Co., Stevens Point, Wis. (Center) Discussing a piece of bakery

equipment are Wilber T. Berry, Brown Greer Co., Knoxville, Tenn., and William Bruestle, J. H. Day Co., Cincinnati. (Right) Harry A. Hachmeister, Hachmeister, Inc., Pittsburgh, talks with C. H. Clabbers, Jamestown (N.Y.) Baking Co.





KNOWLEDGE AND BOOKLETS were passed out at nearly every booth. At the left above, discussing the bulk flour exhibit of International Milling Co. are John Tatum, Minneapolis; W. G. McLaughlin, New York; W. H. Hagenmeyer, Detroit, and Charles Ritz, Minneapolis, all with International. (Center) Henry Mergener, W. E. Long Co., Chicago, center, is pictured in

a conversation with J. H. Longstaff, J. J. Nissen Baking Corp., Brewer, Maine, left, and George H. Cressy, Nissen Baking Corp., Portland, Maine. (Right) P. E. Minton, American Molasses Co., Chicago, hands literature to Jack Fallick, F&B Bakery, Inc., New York, while Nathan Pike, American Molasses Co.; New York, jots down notes in the background.



SOME OF THE tidbits for the crowds thronging the Convention Hall aisles were prepared in the booths, such as the oven at the Swift & Co. booth. E. R. Lattman, Swift & Co., Newark, N.J., does the honors above. (Center) The benefits of bread enrichment were demonstrated at the Sterwin Chemicals

display by D. E. Smith of Washington, D.C. (Right) C. R. Scarborough, Borden Food Products Co., Kannapolis, N.C., chats with George Minor, representing the same firm in Dallas, Texas. Mr. Scarborough recently received a promotion.



**STOCK WINNER**—Receiving his certificate representing a share of Pillsbury stock, W. H. Ringwall (right) manager of the Columbia Baking Co., Atlanta, Ga., talks with George Pillsbury, bakery division vice president of Pillsbury Mills, Inc., who reminds him that he now will be receiving a dividend which has recently been increased to \$2.50 annually. Mr. Ringwall was one of 30 winners in Pillsbury's daily stock drawing, conducted during the Baking Industry Exposition in Atlantic City. By registering at the Pillsbury booth all bakery owners, employees and members of their families became eligible for the daily awarding of five shares of stock.



**BAKERY STATESMAN OF THE YEAR**—"Outstanding merchandising statesman of the bakery industry for 1955" was the title conferred upon Charles J. Regan (left), during the American Bakers Assn. exposition held at Atlantic City. Mr. Regan, head of public relations for Interstate Bakeries Corp., Chicago, is shown receiving the award from last year's winner, George Graf, general manager of Quality Bakers of America, New York. Mr. Graf presented the citation on behalf of the Inter-Industry Bakery Packaging Committee, of which he is chairman. The committee, consisting of bakery, food-retailing and food-packaging groups, as well as the public, inaugurated the award last year. It is designed to accord proper recognition to the individual who has contributed most, in a given year, to the advancement of merchandising in the bakery industry. Merrill O. Maughan is executive secretary of this bakery-packaging group. The basic program of the Inter-Industry Bakery Package Committee is the standardization of bakery package sizes, and better looking bakery displays in stores.

## Flour Market

# Flour Prices Hold About Steady

Flour prices in early November were only slightly changed from those prevailing in early October, although some lower prices were recorded in the in-between period. Minor price irregularity was a reflection of a lack of definite indications of what direction the market was likely to take. The situation this fall is much like it has been in previous years, with a huge surplus of wheat supplies being balanced to at least some extent by the price support program. So far, however, the influence of the latter is largely potential rather than actual, since the amount of wheat placed under loan is far less than at the same time last year. The gap between the amount of wheat under loan and already owned by the government and the expected demand for wheat in the remainder of the crop year will be watched closely by market analysts as a guide to prices. Meanwhile, with prices of winter wheat below the loan level it may be expected that more loans will be taken by farmers in the winter wheat areas. At the same time, the continuation of spring wheat market prices above the loan level may be expected to discourage loan participation. Prices, in general, are below those of a year ago because of the lower level of price support this year.

### Distant Futures Turn Easier

Cash wheat at Minneapolis in early November was off 2½¢ bu. on ordinary grades and about steady on higher proteins. At Kansas City, ordinary wheat was unchanged from a month earlier but better grades were off an average of 4¢ bu. Futures markets were off a few cents in the same period, with the more distant deliveries making the biggest declines because of the improved outlook for wheat production in 1956. Flour was quoted by spring wheat mills at 5¢ sack higher than a month earlier, while hard winter wheat flour was practically unchanged. Lower prices received for millfeed about offset any price reductions which otherwise would have resulted from lower wheat costs.

### Bakers Have Big Contract Balance

Most bakers, particularly the chain operators, have contracted for sufficient flour to fill their requirements for the next few months, and thus buying in the past several weeks has

been necessary only for fill-in purposes. During the period a substantial amount of contracts for hard winter wheat flour was converted to spring wheat flour as a result of market relationships which favored such a switch. Apparently most of the contracts made with this option now have been completed, and more of the spring wheat flour requirements will have to be new purchases. It is expected, unless some drastic change in wheat price structure should occur, that little additional forward buying will be done in the near future.

### Prices Closer to Loan Than Usual

Wheat prices this year have been closer to the loan levels than they usually are early in the season. This relative strength in prices in the face of the largest supply in history, government analysts say, is due to the large quantities of old crop wheat held in Commodity Credit Corp. inventories and to the reduced 1955 production, leaving relatively small supplies in commercial channels. The quantity placed under support through Sept. 15 totaled 124 million bushels, which is much less than the 233 million bushels from the 1954 crop put under support by the same date a year ago—even after taking into consideration the much smaller crop.

### Total Supplies Reach New Peak

Total wheat supplies in the U.S. for the current 1955-56 marketing year are estimated at about 1,940 million bushels, 3% above last year's record supply. Production this year was reduced by acreage allotments and marketing quotas, but this was more than offset by the huge carryover stocks. More than half of the total supply—927 million bushels—is owned by the government and thus is not available on the domestic market except at prices much above current cash prices. Here is how the U.S. Department of Agriculture estimates the year's outlook: Domestic

disappearance of about 625 million bushels, somewhat above the relatively small disappearance last year; exports at about the previous year's level of 274 million bushels. This would leave slightly larger carryover stocks on July 1, 1956, than the 1,021-million bushel carryover of last July.

### Export Outlook Less Favorable

The difficulty in working down the surplus of wheat may be blamed on the lower level of exports possible under present world conditions, because with acreage allotments production is being reduced. World wheat production in 1955 is estimated at 6% above 1954. Canada, a major competitor for foreign markets, has an almost-record supply, and some formerly large importers are producing enough wheat to fill their own requirements. Thus, the prospect of reducing the over-all surplus in the near future is not considered bright. As it is, most of the export trade is being pushed by U.S. aid programs of one sort or another.

### Political Factors Exert Influence

Even though the big wheat stockpile is prevented from affecting directly domestic prices, the shadow of it constitutes a long-term bearish factor. If, as some Washington observers believe, an extensive "dumping" program is instituted, the domestic wheat picture could be affected, also. Many developments in the next several months in regard to price supports and farm prices will undoubtedly stem from political situations, and markets are likely to be under the influence of Washington news more and more. Meanwhile, President Eisenhower has given his secretary of agriculture, Ezra Benson, full backing in his flexible program of supports, and opposing politicians have demanded a return to high, rigid supports. Developments in the political arena will be important to the price structure in general.



**HONOR**—More than two feet in total length, the engraved scroll shown above was mounted on a replica of a baker's peel for presentation to Roy Nafziger in recognition of his 50 years in the baking industry. The award was made by the board of governors of the American Bakers Assn. during the recent Atlantic City convention. Mr. Nafziger, president of Interstate Bakeries, Inc., Kansas City, is the new ABA chairman.

### Minnesota Regional Meetings Draw Well

MINNEAPOLIS—One of the largest attendances in recent years was recorded at four regional meetings for bakers held in the area recently. Sponsored by the Associated Bakers of Minnesota with the cooperation of the Minnesota Allied Trades of the Baking Industry, approximately 300 bakers and allies attended meetings at St. Cloud, Duluth and Mankato, Minn., and Fargo, N.D.

A variety of doughnuts was produced on electric fry kettles supplied by the Northern States Power Co., with Charles Waychoff, Procter & Gamble Co., Cincinnati, demonstrating. A. J. Vander Voort, Dunwoody Baking School, was the production moderator. J. A. Becker, Swift & Co., displayed cakes and icings against a background of ARBA display materials, and George Krubert, Wesson Oil and Snowdrift Sales Co., talked on cookie production. Frank W. Cooley, editor of The American Baker, reviewed happenings and new equipment displayed at the Atlantic City Exposition of interest to retailers.

J. M. Long, secretary of the bakers, arranged the meetings.

An additional presentation of the meeting program was a feature of the monthly meeting of the Associated Bakers of Minneapolis, with St. Paul bakers attending. The Fargo meeting was in cooperation with the North Dakota Bakers Assn.

## Summary of Flour Quotations

October 29 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.44@6.60	6.70@6.80	6.25@6.35	6.15@6.25	6.00@6.10
Spring high gluten	6.25@6.35	6.15@6.25	6.00@6.10	5.90@6.00	5.80@5.90
Spring short	6.29@6.50	6.15@6.25	6.00@6.10	5.90@6.00	5.80@5.90
Spring standard	6.15@6.30	5.75@6.30	5.58@5.63	5.48@5.53	5.38@5.43
Spring straight	5.85@6.10	5.75@6.05	5.48@5.53	5.38@5.43	5.28@5.33
Spring first clear	5.75@6.05	5.65@5.95	5.48@5.53	5.38@5.43	5.28@5.33
Hard winter short	5.39@5.40	5.29@5.30	5.18@5.19	5.08@5.09	4.98@4.99
Hard winter standard	5.71@6.85	5.61@6.75	5.48@5.53	5.38@5.43	5.28@5.33
Hard winter first clear	5.00@6.07	4.90@5.95	4.78@5.83	4.68@5.73	4.58@5.63
Soft winter straight	5.10@5.21	5.00@5.10	4.88@4.93	4.78@4.83	4.68@4.73
Soft winter first clear	4.40@4.47	4.30@4.35	4.18@4.23	4.08@4.13	3.98@4.03
Rye flour, white	3.65@3.72	3.55@3.60	3.43@3.48	3.33@3.38	3.23@3.28
Rye flour, dark	3.46@3.56	3.36@3.46	3.24@3.34	3.14@3.24	3.04@3.14
Spring high gluten	7.46@7.56	7.46@7.56	7.46@7.56	7.30@7.48	6.95@7.15
Spring short	6.95@7.05	7.03@7.13	6.82@7.03	6.82@7.03	6.60@6.80
Spring standard	6.91@7.01	6.90@7.00	6.93@7.03	6.72@6.93	6.40@6.60
Spring first clear	6.60@6.80	6.65@6.75	6.62@6.82	6.32@6.50	5.90@6.30
Hard winter short	6.50@6.60	6.55@6.65	6.49@6.59	6.24@6.42	6.05@6.15
Hard winter standard	6.30@6.40	6.25@6.35	6.29@6.39	6.04@6.32	5.90@6.05
Hard winter first clear	6.00@6.10	5.95@6.05	5.89@5.99	5.64@5.92	5.50@5.65
Soft winter short patent	5.35@5.55	5.35@5.55	5.37@5.57	5.17@5.37	5.05@5.25
Soft winter first clear	5.05@5.15	5.05@5.15	5.05@5.15	4.85@5.05	4.70@4.90
Rye flour, white	4.85@4.95	4.85@4.95	4.85@4.95	4.75@4.85	4.65@4.75
Rye flour, dark	4.65@4.75	4.65@4.75	4.65@4.75	4.55@4.65	4.45@4.55

\*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Market  
Editor



George L. Gates

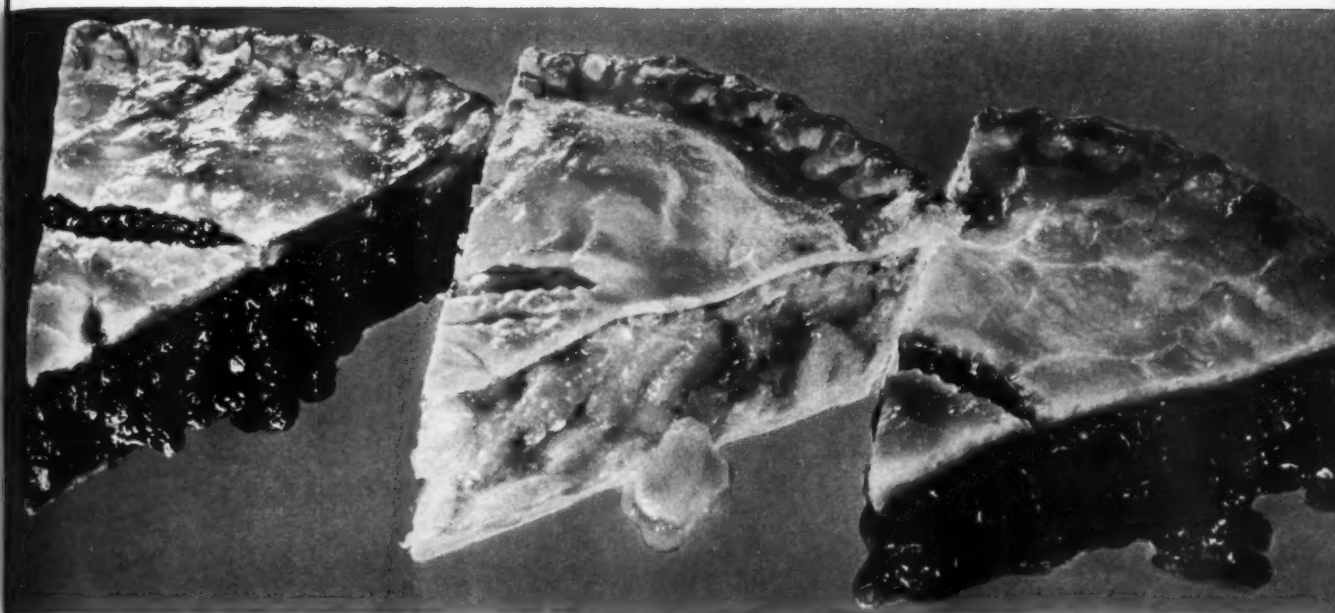
### FORMULA CHANGE

Attention is called to the absence of eggs in a formula found in this issue's "Formulas for Profit" department. Readers are requested to add the ingredient with this notation on page 19 where the formula appears. The formula is for New England Plum Pudding (column two). Following the instruction, "Then add gradually" should appear "12 oz. eggs." This should be followed by "Then add, mix together and add: 1 lb. 4 oz. dry bread crumbs," continuing as shown in the remainder of the formula.





## Fleischmann's frozen fruits



## give you better pie everytime

THE specifications for the fine baking qualities in all Fleischmann's Frozen Fruits were established in The Fleischmann Laboratories. They must come from sections of the country where climate and soil combine to produce the finest fruits. They're picked at the right degree of ripeness and carefully inspected to assure

solid, full-bodied fruits—just right for all your baking needs!

### Fleischmann Freezes FLAVOR!

Then the natural flavor and appearance of these choice fruits is preserved by quick-freezing . . . for the appetite appeal that means satisfied customers and repeat business.



## FLEISCHMANN'S FROZEN FRUITS

→ Bakery-proved for Baking qualities  
... in the Fleischmann Laboratories

... and you get these 3 additional Fleischmann services

1. New formulas
2. Scientific help when you need it
3. Merchandising aids



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## California Scientist Boosts Bread, Backs It With Facts

MINNEAPOLIS—"In an age of fad diets and 'health' foods, the reputation of bread as a nutritious food has sometimes suffered at the hands of 'diet experts,'" states an article in Pillsbury People, employee magazine of the Pillsbury Mills, Inc., Minneapolis.

The article called one scientist's analysis of bread's nutritional value as "objective and highly significant." The scientist is Dr. Henry Borsook, professor of biochemistry, California Institute of Technology. Dr. Borsook spoke on bread's nutritional value at a meeting of the board of governors of the American Bakers Assn. and excerpts from his talk were included in a recent Pillsbury mailing to stockholders. The excerpt:

"To any scientist talking about food ... (it is) ... a conveyor of essential nutrients—nothing more, nothing less.

"The first essential nutrient is calories, then protein. There are certain minerals, of which there are only two that we really need to pay any attention to in human nutrition: calcium and iron. Iodine is also required, but I am not going to talk about that here.

"Then there are certain vitamins, vitamin A, vitamin B, or thiamine; vitamin B<sub>2</sub> or riboflavin; vitamin B<sub>6</sub> or pyridoxin, niacin or nicotinic acid; vitamin C and vitamin D.

"There are a number of other vitamins, but ... if one gets enough of all of the essential nutrients that I have mentioned from a mixed diet ... all the other vitamins are pretty well looked after.

"This is the reason that we are not impressed by arguments such as this—'When you go from whole wheat to white flour think of all the things you have thrown away.' In enriched white flour the important nutrients that were thrown away are replaced. The rest are unimportant, and some are best thrown away.

"A word or two about some of these essential nutrients. First about calories. I think we all have heard, 'Oh, the time will come when you will get all you need in a few pills.'

"This, I think I can say with absolute confidence, will always be impossible. I want to explain why this is so.

"One of the fundamental laws of science is the law of conservation of energy. On the basis of this law we can calculate that to get 2,000 calories a day of mixed, completely edible food, you need about 400 grams dry weight, that is about eight-ninths of a pound dry weight. You cannot get eight-ninths of a pound, dry weight, into a few pills, and this is for a 2,000 calorie diet which is pretty slim pickings for most men and women. We must have the calories.

"We may then take calories as a basis of comparing one food with another. Let us take three foods—each of which will supply 20% of the day's calorie requirement. It will be a superior food if it supplies not only 20% of the calories but also more than 20% of all the other essential nutrients—that is, proteins, minerals and vitamins. It will be an inferior food if, in addition to the calories, it supplies less than its quota of the protein, vitamins and minerals. This is a reasonable basis of comparing one food with another.

"I wonder how many of you are aware that on the basis of this quite reasonable comparison, weight for weight, one-quarter pound of en-

riched white bread is, on the whole, as good, as nutritious a food across the board as one-quarter pound of dried lima beans or one-quarter pound of meat. ... The data in the food tables say that enriched white bread is as good as any food and better than most, and I am not excluding anything from this.

"In terms of what you get for your dollar as nutrition, bread is cheaper than either lima beans or meat. You must remember that bread is a prepared food, it is ready to eat. Dried lima beans are not. If you compare the cost of bread with a pound of say canned beans you will find that the bread is cheaper.

"Furthermore, as bread is now baked in this country, with dry skimmed milk solids added to it, the protein is of good quality. To give you an idea of how good bread is, a diet which consisted of bread, enriched margarine or butter, and potatoes, with the bulk of the calories and the bulk of the protein coming from bread, would be nutritionally a first class diet."

—BREAD IS THE STAFF OF LIFE—

## Symposium on Physics In Food Industry Set

SAN ANTONIO—The first international symposium on "Physics in the Food Industry," sponsored jointly by Southwest Research Institute and the Institute of Food Technologists, will be held in San Antonio March 15-16, 1956, at the Plaza Hotel.

The purpose of the symposium is to explore with key technical persons in the food industry the contributions physics can make in the ways of preserving, packaging and processing foods in the future.

Authorities will present for discussion technical papers on applications of physics to the food industry. These subjects will include ultrasonics, X-ray and gamma inspection, electrostatics, dielectric heating, radiation sterilization, radiofrequency spectroscopy.

John O'Meara of Southwest Research Institute is program chairman for the symposium.

## General Property Tax Data, Inequities Cited By Wisconsin Group

MILWAUKEE—Facts and observations on the general property tax in Wisconsin were contained in a recent bulletin of the Wisconsin Bakers Assn., Inc.

According to the article in the bulletin, "the general property tax in Wisconsin provides about one-half of total tax revenues. Forty-two percent is paid on residential, 38 on business, and 18% on agricultural property. In cities alone, business property is charged with half of the property tax load.

"Of the total property tax collected in 1954, 19% came from levies on personal property. This personal property tax has been subject to much criticism ever since it was first levied. Agriculture pays about 21% of the personal property tax through levies against farm animals. Merchants and manufacturers pay over two-thirds of the total on their inventories and machinery.

"Difficulties of assessment make up the main problem of personal property. Many discriminations arise between different taxpayers. The most frequently suggested solution is to abolish the tax, but need for revenue has always counteracted this suggestion.

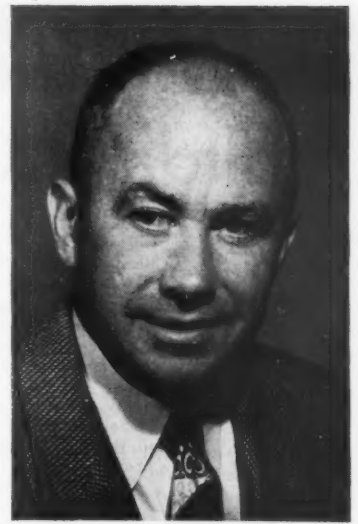
"Statistical study of local assessors' values in Wisconsin cities compared to those set by state assessors shows wide variation in practices. In some cities local assessor values are more than double the values established on the same class of property by the state assessors. In others, the local value is less than half of the state value.

"In 1954, in 50 out of the 166 Wisconsin cities, the local assessor treated both real estate and personal property on approximately the same scale of values as the state assessor used. Eighty-seven cities showed higher values for personal property than for real property."

—BREAD IS THE STAFF OF LIFE—

## Buffalo Bakers Meet

BUFFALO, N.Y.—The first meeting of the fall season was held by the Buffalo Retail Bakers Assn. in MacDoel's Restaurant.



Edward A. Alesch

**PROMOTED**—Edward A. Alesch has been named assistant sales manager of bakery products for the Food Products Division of the Western Condensing Co., Appleton, Wis., announces Doug L. Mann, vice president and director of sales. Mr. Alesch had been serving in the company's technical service department. He joined the company in January, 1949, as a senior food consultant on bakery product development. A graduate of Dunwoody Institute of Baking, Minneapolis, and the American Institute of Baking, Chicago, Mr. Alesch had been engaged in actual bakery production prior to 1949.

## Clifton R. Scarborough Has New Borden Post

NEW YORK—Clifton R. Scarborough has been named to the newly created post of southern sales district supervisor of the industrial products department of the Borden Food Products Co.

His new duties will be the supervision of sales throughout 15 southern states, extending as far west as Texas and Oklahoma. The sales force of the Industrial Products Department services the bakery trade with a number of the company's products.

In addition, Scarborough will continue to service his present territory which includes North Carolina, South Carolina, Virginia, Kentucky, and parts of West Virginia and Tennessee. He lives in Kannapolis, N.C.

—BREAD IS THE STAFF OF LIFE—

## Racine, Wis., Bakers Elect John Moskonas

RACINE, WIS.—The Racine Bakers Club held its first meeting of the fall recently at Dania Hall, Racine.

Elected to office were: President, John Moskonas, Washington Bread Co.; first vice president, Lauritz Bendtsen, Bendtsen's Bakery; second vice president, Louis Prince, Prince's Pastries; treasurer, Einer Anderson, Taylor Avenue Bakery, and secretary, Don O'Day, Kappus Bakery, Inc.

—BREAD IS THE STAFF OF LIFE—

## Omaha Firm Expands

OMAHA — The Omaha Retinning Corp. has purchased from the Linzy Hicks Retinning Co., Omaha, its milk and cream can division. The Omaha Retinning Corp., which retins and rebuilds equipment and utensils for the baking and other trades, is headed by C. L. Schroeder.



**WHOLE WHEAT BREAD**—Pillsbury Mills, Inc., has introduced a promotion for wholesalers, designed to stimulate the over-all consumption of whole wheat bread. The package is especially suitable for displays in large groceries and supermarkets. The set of materials includes five pieces: A large wire-tie banner, tie-in pieces for three different product lines—cheese, cold cuts, and soup—and a price card. Each display piece features full-color quality reproductions of whole wheat bread, singly or in combinations with tie-in products. The banner, largest item in the set, is over 2 ft. high and nearly 4 ft. long. Nationwide distribution of the display sets will be handled by Pillsbury bakery sales representatives. A similar promotion is being planned for retailers.

## Formulas for Profit

# Holidays Offer Wider Sales Opportunities

The approaching holiday season means that the extra-profit-season for the baker is at hand. Thanksgiving, Christmas and New Year's Day are opportunities for the baker to increase his sales and please his customers.

Fruit cakes, specialty cakes, plum puddings, stollen, pies and cookies are items that are associated with holidays. These products lend themselves readily for making attractive displays both in the show cases and windows. Display material is available that will help create a holiday spirit in conjunction with the baked foods. In addition, a display of real pumpkins, cranberries, nuts and fruits scattered among the baked foods will act as a crowd-stopper.

The bright colors of the packaging and wrapping

material that can be purchased are bound to attract attention. It is true that this material is higher in price than that regularly used but the public is willing to pay the additional cost at this time of year. A number of the products featured here can be used by the customers for Christmas gifts. They can be made well in advance of the holidays as their keeping quality is excellent. This will help the baker schedule his production so that he will not be too rushed at the last minute.

In order to create extra sales it is essential that the baker alert his sales force to the possibilities that these holiday products offer. Both by drawing the attention of the customers to the products available and by the use of suggestive selling business is sure to be increased.

### HOLIDAY CANDY CAKE

**Cream together for 5 min.:**

- 5 lb. cake flour
- 2 lb. 12 oz. shortening (emulsifying type)

**Mix together, add and mix for 5 min.:**

- 5 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. crushed peppermint candy
- 3 oz. salt
- 5 oz. baking powder
- 2 lb. milk

**Then mix together and add in two portions:**

- 3 lb. 12 oz. egg whites
- 2 lb. 12 oz. milk

Peppermint flavor is desired

Mix for 5 min. Scale into layer or sheet pans and bake at about 370° F.

**Note:** Be sure to dissolve the peppermint candy thoroughly. Scrape down the bowl and creaming arm several times during the mixing process.

After baking and when cool, ice the cakes with the following icing:

#### Holiday Candy Icing

**Mix together:**

- 2 lb. 4 oz. shortening (emulsifying type)
- 1 oz. salt
- 12 oz. milk solids (non fat)

**Add gradually:**

- 1 lb. 12 oz. water

**Then add and whip until light:**

- 10 lb. powdered sugar
- Vanilla to suit

Sprinkle crushed holiday candy on the cakes as soon as they are iced. Colored decoettes may be used instead of holiday candy, if desired.

### GOLDEN HARVEST CAKE (PUMPKIN)

**Cream together for 5 min.:**

- 4 lb. cake flour
- 2 lb. 12 oz. shortening (emulsifying type)

**Mix together and add and mix for 5 min.:**

- 6 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. cake flour
- 2½ oz. salt
- 1½ oz. soda
- 3½ oz. baking powder
- ¾ oz. cinnamon
- ¼ oz. nutmeg
- ½ oz. ginger
- ½ oz. allspice
- 2 lb. 8 oz. buttermilk

**Mix together and add in two portions:**

- 3 lb. 4 oz. whole eggs
- 5 lb. pumpkin (canned)

Mix for 5 min.

**Note:** Scrape the bowl and creaming arm down several times during the mixing process.

Deposit into layer or sheet cake

pans and bake at about 370° F. After baking and when cool, ice the cake with the following icing:

#### Golden Harvest Icing

**Whip until light the following ingredients:**

- 10 lb. powdered sugar
- 2 lb. 12 oz. shortening (emulsifying type)
- ¼ oz. cinnamon
- ½ oz. ginger
- ¼ oz. allspice
- ¼ oz. nutmeg
- 10 oz. molasses
- 1½ oz. salt
- 3 lb. 8 oz. canned pumpkin

### PUMPKIN PIES

Remove the contents from a No. 10 can of pumpkin and place it in a bowl.

**Mix together and stir in:**

- 2 lb. granulated sugar
- 4 oz. flour
- ½ oz. cinnamon
- ¼ oz. nutmeg
- ¼ oz. salt

**Stir in:**

- ½ pt. molasses

**Then stir in:**

- 1 lb. 4 oz. whole eggs
- Vanilla to suit

**Then add and stir in thoroughly:**

- 1 gal. milk

Allow the filling to stand for about a half an hour before using. Stir it now and then in order to thoroughly dissolve the sugar.

**Note:** Some slight variation may have to be made in the amount of milk to use due to the consistency of the various brands of pumpkin not being uniform.

### CRANBERRY CAKE

**Cream together:**

- 4 lb. 2 oz. sugar
- 2 lb. 2 oz. shortening
- 1½ oz. salt
- ¾ oz. soda
- ½ oz. cinnamon

**Add gradually:**

- 2 lb. 4 oz. whole eggs

**Then add:**

- 2 lb. 8 oz. buttermilk alternately with
- 4 lb. 8 oz. good cake flour

**Mix until smooth and add:**

- 2 lb. 8 oz. cranberry jam

**Then mix in:**

- 1 lb. chopped pecans or walnuts

Bake at about 350-360° F.

#### Cranberry Jam

**Bring to a boil:**

- 1 lb. water

**Add:**

- 2 qt. cranberries

Cook until the berries have burst outer skin.

**Then add:**

- 1 lb. 4 oz. granulated sugar

Boil a little longer. Cool before using. For icing the cakes, use the following icing:

#### Cranberry Icing

**Beat together:**

- 6 oz. powdered sugar
- 1 lb. 4 oz. shortening
- 12 oz. butter
- ¼ oz. salt
- 10 oz. egg whites

**Add gradually:**

- 1 lb. 2 oz. water

**Then add slowly:**

- 10 lb. powdered sugar
- 12 oz. milk solids (non fat)

**Then add:**

- 8 oz. water

**Stir in:**

- 4 lb. cranberry jam

**Note:** The amount of jam to use in the icing may be increased or decreased as desired.

### CRANBERRY CHIFFON PIE

**Bring to a boil:**

- 6 lb. cranberries
- 5 lb. granulated sugar
- 1½ oz. salt
- 2 lb. 8 oz. water
- ½ oz. cinnamon

Cook until the cranberries are soft.

**Then stir in the following mixture:**

- 8 oz. cornstarch
- 1 lb. water

Cook until clear and thickened. Pour this into the following meringue.

**Beat light:**

- 1 lb. 4 oz. egg whites
- 1 lb. 12 oz. granulated sugar
- A pinch of salt

A pinch of cream of tartar

Add the cooked cranberries gradually, stirring constantly with a wire whip. Then fill into prebaked pie shells. When cool, cover with whipped cream or meringue as desired.

### LIGHT FRUIT CAKES

**Prepare the following and allow to set overnight in a closed container:**

- 8 oz. pecans
- 1 lb. 12 oz. walnuts
- 2 lb. 8 oz. glazed red cherries
- 1 lb. 8 oz. glazed green cherries
- 3 lb. 4 oz. candied pineapple (diced)
- 12 oz. orange peel (diced)
- 12 oz. citron peel (diced)
- 5 lb. bleached raisins
- ½ oz. nutmeg
- ½ oz. vanilla extract

**Then cream together for 5 min.:**

- 2 lb. 4 oz. granulated sugar
- 1 lb. 10 oz. shortening
- 1 lb. 2 oz. bread flour
- 1 oz. salt

**Add slowly over a three minute**

**period and continue creaming for ten more minutes on second speed:**

- 2 lb. 4 oz. whole eggs
- Add and mix for about 30 seconds:**
- 4 oz. milk

**Then add and mix for 3 min.:**

- 1 lb. 4 oz. bread flour

Then mix in the prepared fruit mixture. Deposit into pans of desired size and bake at about 335° F. After baking, glaze with a glucose glaze.

### FRUIT-NUT CONFECTION

**Mix together:**

- 6 lb. diced pineapple
- 10 lb. large pecans
- 6 lb. glaze whole cherries

**Add and mix in:**

- 10 lb. sweetened condensed milk
- Deposit 1 lb. 14 oz. in paper lined 8 inch layer cake pans. Bake at about 330° F. for 35 minutes. After baking and when cooled, glaze the cakes with a corn syrup glaze.

**Note:** Smaller or larger pans may be used, if desired, to meet the individual needs of the baker's customers.

### DARK FRUIT CAKES

**Cream together:**

- 4 lb. 4 oz. granulated sugar
- 1 lb. 12 oz. shortening
- 2 oz. salt
- ½ oz. soda

**Add gradually:**

- 1 lb. 8 oz. whole eggs

**Mix in:**

- 1 lb. 4 oz. honey

**Then add:**

- 12 oz. milk

**Sift, add and mix in until smooth:**

- 5 lb. cake flour

**Then add and mix in the following prepared fruit mixture:**

- 4 lb. seedless raisins
- 2 lb. 8 oz. currants
- 1 lb. 8 oz. diced citron
- 8 oz. diced orange peel
- 8 oz. diced lemon peel
- 1 lb. ground figs
- 2 lb. chopped pitted dates
- 2 lb. diced candied pineapple
- 3 lb. glazed cherries (whole)
- 1 oz. cinnamon
- ½ oz. allspice
- 1 lb. 8 oz. brandy
- 2 lb. blanched almonds
- 1 lb. walnuts

Deposit into pans of desired size and bake at about 325-335° F. Use a small amount of steam in the oven during baking.

**Note:** All dried fruits should be washed and slightly soaked before being mixed with the other fruits. When the blended fruit mixture is used at once, the nuts may be mixed in with it. For improving the flavor it is recommended that the fruit be prepared about 24 hours in advance. When this is done, the nuts should be



left out and added later with the fruit to the batter. When the nuts are placed with the fruit, they are very apt to become discolored and also soft and rubbery.

#### RUM MINCE CAKE

##### Cream together:

2 lb. 8 oz. cake flour  
2 lb. 8 oz. shortening (emulsifying type)

##### Sift together and add:

4 lb. granulated sugar  
1 lb. brown sugar  
 $\frac{1}{2}$  oz. soda  
2 lb. 8 oz. cake flour  
 $2\frac{1}{2}$  oz. salt  
 $2\frac{1}{2}$  oz. baking powder

##### Then add:

2 lb. 4 oz. milk

Mix for about 3 min.

##### Then add and mix for about 2 min.:

3 lb. 8 oz. whole eggs

##### Then add and mix for about 5 min.:

10 lb. ground mincemeat

1 lb. molasses

Rum extract to suit

Deposit into pans of desired size and then bake at about 350° F. After baking and when cool, dip the cakes into the following rum syrup.

##### Bring to a boil:

3 lb. granulated sugar  
1 lb. corn syrup  
1 lb. 10 oz. water  
 $\frac{1}{4}$  oz. cream of tartar

##### Then add:

2 lb. 4 oz. rum liquor

Place the dipped cakes on screens and allow to drain.

#### GOLDEN FRUIT CAKES (Light)

##### Cream together:

3 lb. 4 oz. cake flour  
2 lb. 12 oz. shortening

Beat until light, add to the above and cream for 5 minutes on medium speed:

3 lb. 4 oz. granulated sugar  
1 lb. 12 oz. whole eggs  
1 lb. egg whites  
 $1\frac{1}{4}$  oz. salt

##### Add:

12 oz. corn syrup

Then mix in the following prepared fruit mixture:

5 lb. bleached raisins  
3 lb. currants  
3 lb. candied cherries  
1 lb. diced citron  
2 lb. 8 oz. diced candied pineapple  
1 lb. brandy  
2 lb. pecans  
2 lb. blanched almonds  
 $\frac{1}{2}$  oz. pure vanilla

Deposit in pans and bake at about 325° F.

#### DELUXE SUPER FRUIT CAKES

Mix together for 2 min. on medium speed:

1 lb. 4 oz. bread flour  
1 lb. 4 oz. shortening

Add and mix in for 4 min. on medium speed:

2 lb. 8 oz. granulated sugar  
1 lb. 4 oz. bread flour  
 $2\frac{1}{2}$  oz. salt  
10 oz. honey

1 lb. 9 oz. whole eggs

Then add gradually and mix for 4 min. on medium speed:

1 lb. 9 oz. whole eggs  
Vanilla to suit

Add the above to the following well blended fruit mixture and mix in thoroughly:

7 lb. large pecans  
5 lb. toasted blanched almonds  
11 lb. pitted dates  
7 lb. diced glace pineapple  
5 lb. glace whole cherries  
1 pt. honey

Deposit into pans of desired size and bake at about 325-335° F. After baking and when cooled, glaze the

cakes with a corn syrup glaze. A 2-lb. cake baked in a loaf cake pan will require about one hour and ten minutes baking time. A three pound cake baked in a tube pan will require the same amount of time.

**Note:** Have the almonds just slightly toasted.

#### NEW ENGLAND PLUM PUDDING

##### Cream together:

2 lb. 4 oz. brown sugar  
1 lb. shortening  
12 oz. ground suet  
2 oz. soda  
 $\frac{1}{4}$  oz. allspice  
1 oz. cinnamon  
 $\frac{1}{2}$  oz. ginger  
3 oz. salt

##### Add:

1 lb. good molasses

##### Then add gradually:

1 lb. 4 oz. dry bread crumbs  
3 lb. water

##### Sift and add:

3 lb. 4 oz. bread flour

Then add the following prepared fruit mixture:

5 lb. currants  
6 lb. seedless raisins  
12 oz. diced orange peel  
12 oz. diced lemon peel  
1 lb. 8 oz. diced citron

Scale 1 lb. 5 oz. into standard size greased Boston brown bread tins. Cover and then place them in a steamer. Cover the steamer, which should have some water in the bottom part, and bake at about 360° F. for about 1 hour 45 minutes. After baking, let the pudding stay in the tins for 10 to 15 minutes and then remove them.

#### LEBKUCHEN

Place in a mixing bowl:

3 lb. honey  
4 oz. whole eggs  
4 oz. granulated sugar  
4 oz. shortening  
4 oz. chopped citron  
4 oz. chopped walnuts  
4 oz. chopped cherries  
 $\frac{1}{2}$  oz. cinnamon  
 $\frac{1}{2}$  oz. allspice  
 $\frac{1}{2}$  oz. ginger  
 $\frac{1}{2}$  oz. ground anise  
 $\frac{1}{2}$  oz. ground coriander  
1 oz. salt

Mix together thoroughly and add:

12 oz. water

$1\frac{1}{2}$  oz. soda

$\frac{1}{4}$  oz. ammonia

Mix the above together on slow speed for about 2 min.

Then add and mix until smooth:

2 lb. bread flour  
2 lb. 6 oz. cake flour

Allow the dough to rest for about 2 hours. Roll out to about  $\frac{1}{4}$  in.



A. J. Vander Voort

#### A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 37) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

thickness and cut into bars 2 x 3 $\frac{1}{2}$  in. Place on lightly greased pans and bake at about 350° F.

When cool, ice the lebkuchen with the following icing:

##### Mix together:

4 lb. 8 oz. powdered sugar  
4 oz. milk solids (non fat)  
6 oz. corn syrup  
6 oz. honey  
4 oz. egg whites  
 $\frac{1}{2}$  oz. salt  
Vanilla to suit  
7 oz. hot water (150-160°)

##### Then add:

8 oz. fine chopped glazed cherries  
The consistency of the icing may be controlled by increasing or decreasing the amount of hot water in the formula.

#### HOLIDAY STOLLEN

##### Cream together:

1 lb. granulated sugar or dextrose  
12 oz. brown sugar  
1 lb. shortening  
1 lb. butter  
 $1\frac{1}{4}$  oz. salt  
4 oz. malt  
 $\frac{1}{4}$  oz. nutmeg  
Lemon flavor to suit

##### Add gradually:

1 lb. whole eggs  
8 oz. yolks

##### Mix together and add:

1 lb. yeast  
4 lb. milk

Sift together, add and mix in until smooth:

6 lb. 8 oz. bread flour  
2 lb. 8 oz. pastry flour

Then add and mix in the following prepared fruit mixture:

1 lb. 8 oz. seedless raisins  
1 lb. chopped glazed cherries  
8 oz. chopped almonds  
8 oz. chopped pecans  
1 lb. 8 oz. currants  
12 oz. candied pineapple (diced)  
8 oz. citron  
4 oz. diced lemon peel  
4 oz. diced orange peel

Dough temperature 78-80° F. Give

the dough slightly more than a  $\frac{3}{4}$  rise and then fold over. Rest for 10 minutes and scale into 10 or 12 ounce units. Round up and allow to rest for about 10 minutes. Then make the units into regular stollen shape. Place on pans and allow to proof. Bake at about 380° F. After baking wash them with a corn syrup glaze. When cool, ice them with a thin water icing and sprinkle a few cut glazed cherries on top.

**Note:** If desired, the following topping may be used to make an attractive appearance.

#### Topping

##### Mix together:

1 lb. diced citron  
1 lb. diced orange peel  
1 lb. diced lemon peel  
2 lb. glazed cherries (chopped)

Rub this together with about 2 lb. of granulated sugar.

#### Corn Syrup Glaze

##### Bring to a good boil:

1 qt. corn syrup  
1 pt. water

This glaze may be used either while hot or cold.

#### PEPPER NUTS

Bring to a boil and allow to cool:

3 lb. 8 oz. honey  
8 oz. water

##### When cool, add:

$\frac{1}{2}$  oz. ground anise seed  
 $\frac{1}{4}$  oz. black pepper  
 $\frac{1}{2}$  oz. soda  
 $\frac{3}{4}$  oz. ammonia  
 $\frac{1}{2}$  oz. cloves  
 $\frac{1}{2}$  oz. salt

##### Stir in:

2 whole eggs

##### Sift and mix in until smooth:

5 lb. pastry flour

Roll the dough into small pieces about  $\frac{1}{2}$  as large as a walnut. Place on lightly greased pans and bake in a cool oven at about 325° F. After baking, place the pepper nuts in a hand mixing bowl.

##### Then boil to 240° F.:

3 lb. granulated sugar  
12 oz. water

As soon as the desired temperature is reached, pour the syrup over the pepper nuts and stir with a wooden paddle until the sugar grains. Then roll the pepper nuts in powdered sugar.

#### CHRISTMAS CHARM CONFECTION

##### Boil to 248° F.:

10 lb. granulated sugar  
 $\frac{3}{4}$  qt. water

##### Then beat together:

3 lb. egg whites  
8 oz. granulated sugar

When beaten stiff, add the hot syrup gradually.

Continue beating until nearly cool and then add:

Vanilla to suit

Run out into various shapes with a canvas bag and star tube. Sprinkle green or red sugar on top. Allow to dry overnight or dry in an oven having

(Continued on page 40)



## TV Magazine Reports on How

## Bakeries Make Use of Television

NEW YORK—How is the baking industry making use of the business world's newest advertising device—television?

A recent issue of *Television Age* states that the \$4.5-billion baking industry already has compiled a long-standing record of TV sponsorship, with spot programs becoming more and more popular.

The article continues:

There are many reasons why television fits so neatly into bakers' advertising recipes, most of them dependent on the nature of the product and, of course, the industry's development:

For one thing, the field is hotly competitive, and bakers have learned to be very promotionally minded. Among the first users of skywriting, bus-top and bus-bench advertising, Davy Crockett and 3-D comic books, they were on the alert for TV.

Another advantage is that bakers, as steady buyers of radio, have a familiarity with broadcasting that made the transition to TV almost effortless. The leading companies have been in video from its inception, and others have been forced by competition to follow the pattern set by the leaders.

Further, bakers have been inspired to move into the audio-video medium—frequently in addition to their radio campaigns—because one of their primary sales points, appetite appeal, is easier to show than describe.

Another pro-TV factor is that bakers, especially those who rely on bread sales for their overall volume, depend heavily on brand identification. Being able to show their own wrapper on TV is an excellent prelude to making the sale in a supermarket, where the housewife is left to choose from many wrappers and many brands, all stacked together on one gondola.

#### Family Medium

Bakery goods are products that are consumed—and frequently purchased—by any member of the family. Similarly, TV is a family medium, directed less at a specific audience group than, say, the average magazine.

But here the nature of the baking field imposes itself on the advertising pattern. To quote one account executive, "There is no such thing as a national bakery." Obviously, it is uneconomical to bake bread in New York and try to deliver it fresh on the west coast, in competition with California bakeries. As a result, the industry is, at its strongest, divided among regional companies, more usually, however, among local operations.

The most recent government count indicates there are some 27,000 bakeries in the U.S., only 7,000 of which have an annual gross over \$50,000. But those 7,000—just 25% of the total—do 90% of the industry's business, according to a spokesman for the field. That means a great majority of the business (and the total advertising budget) is handled by a relatively small number of very large plants.

These leaders, however, because their operations, too, remain regional, prefer not to employ advertising media on a national basis. The advertising manager for one figures a minimum waste coverage of 25% for every magazine ad he places. Even the important National Biscuit Co.—

listed as a cookie-cracker manufacturer rather than a baker, a maker of perishable goods—while able to buy television nationally, prefers to make spot buys. For the fourth quarter of 1954, National Biscuit placed 10 schedules on a total of 262 stations, rating No. 3 among spot TV advertisers.

It is these regional leaders, of course, who have become the TV pioneers:

The largest company in the field is Continental Baking Co. of New York (Wonder bread and Hostess cakes). Continental reportedly spends over \$5 million on advertising annually, of which an estimated 35% goes straight into television.

Continental first dipped into broadcasting in the thirties and, since its start, has built up a near-20-year record of uninterrupted sponsorship on the CBS radio network, currently backs *Make Up Your Mind* daily. When television arrived, Continental added it, too, and has made regular use of it since. Right now, it sponsors two 15-minute segments per week (Wednesday, 5:30-6 p.m. EDT) on the NBC-TV network.

The company also has a light spot schedule. As top-notch spots become available, however, Continental snaps them up and, working on a long-range TV plan, intends to hold onto them.

#### Family Taste

Another of the big boys is the Gordon Baking Co., Detroit, which sponsors Kukla, Fran and Ollie co-op on ABC-TV. Gordon, too, has been a radio-user since the thirties, was the original and enthusiastic backer of *The Lone Ranger* (Silvercup bread) for years.

The company started buying TV as soon as it became available and continued its radio format by backing western films. After several different children's shows, Hopalong Cassidy, Rootie Kazootie and Rocky Jones, Gordon has settled on Kukla. Spokesman for the agency, D'Arcy Advertising, says the client is particularly pleased with the consistently good "family kind" of taste demonstrated by the program.

(An interesting note on Gordon is that it is managed by a foundation, now owned and operated by heirs of the company founder. Nevertheless, the foundation's officers have shown themselves to be enthusiastic supporters of buying TV.)

Making no effort to compete with Continental, Gordon restricts its TV predominately to its marketing areas, centered by New York, Detroit and Chicago. On television, as on radio, it backs up program-buys with steady and extensive spot usage. Sales results

have endorsed the method, with Gordon now the No. 1 bread in the New York area.

The Ward Baking Co., New York (Tip Top and other special breads, cakes) focuses its market on 23 cities east of the Mississippi. The company uses television in all but one of them (a non-TV market) in varying amounts, from a half hour to, in New York, five half-hours per week (Time for Fun, WABC-TV, M-F, noon to 12:30 p.m. EDT). "When figuring New York, we start with this program," says Richard Marsh of J. Walter Thompson, the Ward agency.

Not only this client, but many others are finding great success with local, live shows, he observes, adding that local stations are offering "some fantastically good things—and advertisers are beginning to be aware of it."

As for Ward's total budget, the account executive reports "a large share is television's."

Reportedly the largest advertising budget in the baking industry is managed by Quality Bakers of America, a cooperative that has issued franchises to 120 members—one to a market—across the nation. Together, they spent some 7 million advertising dollars in 1954 and will spend even more this year, according to Jack L. Coffey, advertising director. Of that, television's portion is about \$2 million.

#### Most Use Television

"Almost all" the QBA members are TV-users, Mr. Coffey reports, with non-participants "rare." His 60-man staff, which acts in the capacity of an advertising agency (using local agencies only to service an account), plans, coordinates and merchandises campaigns for the association's Sunbeam label. Besides establishing QBA policy on media use (and helping in station selection), the department screens film syndications, offers other aids. (Right now, Gene Autrey is a great favorite, being sponsored in some 25 or 30 of the association's markets.) And a large part of TV's success, Mr. Coffey points out, depends on thorough promotional-merchandising follow-up.

His department also produces spots, now has 24 standard commercials available to members. The group includes 12 20-second spots, 8 1-minute announcements (with Nelson Case featured in most of them), plus four animated commercials which help explain the good diet sense behind regular bread consumption. The spots have been packaged so that, starting with an introductory commercial, the local advertiser can rotate films, introducing a new one each month.

The 40-year-old Tasty Baking Co., Philadelphia, started in TV about five years ago, according to advertising manager Barclay Knight, has increased use a little each year until now video is allotted some 40-45% of the total budget.

This year, Tasty is trying a real innovation by joining the sponsors of the Phillies games on WPTZ Philadelphia. The choice of baseball, made through N. W. Ayer, New York, was intended to extend coverage to two and a half times as many men as the bakery contacted previously. "Men are doing more and more of the supermarket shopping, we feel," Mr. Knight explains.

Besides the baseball, Tasty, whose 4-state market area stretches to the Hudson River, has just returned to WATV Newark for 26 more weeks of a children's show, *Junior Frolics*, also runs spot campaigns intermittently in Newark, Baltimore and Philadelphia.

Tasty's consciousness of selling to the whole family has resulted, for the past three years, in an annual Christmas telecast featuring Eugene Ormandy and the Philadelphia Orchestra.

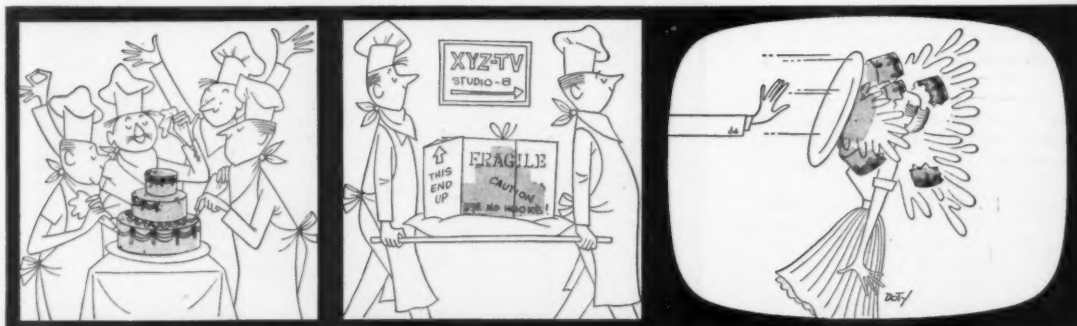
Although the largest companies are the heaviest users of TV, to quote another advertising expert in the baking field, "All bakeries are acutely aware of what television can do." That means even the smaller—and frequently local, only—bakeries are managing to stretch budgets for television. During one recent month, alone, 18 independent bakeries from Yakima to Roanoke were listed in *Television Age* as signing for syndicated film programs. And during the last quarter of 1954, the Rorabaugh Report on spot TV advertising listed some 76 different bakers. Their buys ranged from a single day-time ID once a week to half-hour programs on a daily basis. Says one manager, "I have to watch them (retailers) to make sure they keep an advertising spread and don't go overboard for television."

Schaible's Bakery has been sponsoring portions of a daytime show, *Relax With Rattigan*, on WGLV Easton, Pa. Last Christmas, the bakery reluctantly signed for a holiday extra, took part of a Santa Claus program for 15 days to advertise cut-out cookies. The commercials were done live, with Santa showing how delicious the butter cookies were. Results: Schaible's Christmas sales were up a startling 25% over the previous year, establishing an all-time high for holiday business, generally a peak period, anyhow. Customers were reported as asking even non-affiliated grocers for "those cut-out cookies on TV."

#### 50,000 Requests

The New England Bakery Co., Pawtucket, R.I. (Harvest bread) sponsors MCA-TV's *Rocky Jones*.

(Continued on page 40)



—From *Television Age*



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Crestone Needles  
Sangre de Cristo Range  
Colorado Rockies

# PIKES PEAK

## BAKERY FLOURS

*Peak Performance*



*Superior Service*

THE COLORADO MILLING & ELEVATOR COMPANY General Offices Denver, Colorado



## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 25 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When part of the flour used, in making bread by the sponge dough process, is made from soft wheat, it should be added in the dough stage.
2. A round top loaf of bread should be baked longer than a twisted loaf.

3. When macaroons become hard, a day or two after baking, it will be found that increasing the sugar content about 20% will help to keep them soft.

4. There is very little difference between the digestibility of animal and vegetable fats.

5. During normal fermentation a bread sponge will heat up about 1° F. per hour.

6. A pound loaf of bread contains less calories than a pound of pound cake.

7. In order to eliminate the caving

in of the tops on streusel coffee cakes after they are baked, it is a good idea to turn them over on cloth covered screens as soon as they are removed from the oven.

8. In certain types of cookies, part of the sugar is added last with the flour in order to reduce the spread.

9. If the eggs are beaten when making custard pies the filling will break down and become watery when the pies are baked.

10. "Breakfast" cocoa contains not less than 22% fat.

11. Apple turnovers are sometimes filled after baking by using a cream puff filler and apple sauce.

12. Powdered whole eggs contain little or no moisture.

13. Sponge doughs should be given 30 minutes floor time before sending them to the divider.

14. Sugar is used in sweetened condensed milk in order to lower the cost.

15. Powdered buttermilk is usually recommended for making cake doughnuts instead of liquid buttermilk.

16. When making pie dough using hard wheat flour it is necessary to use more shortening than when using soft wheat flour.

17. Flash heat in the oven is a possible cause for white pan bread bursting on the side.

18. Best results are obtained, when cooking lemon pie fillings, by adding the lemon juice after the filling has been cooked.

19. The use of low pressure steam in the oven has no effect on the volume of the baked bread.

20. Most bakers when making rye bread use patent flour in the formula.

—BREAD IS THE STAFF OF LIFE—

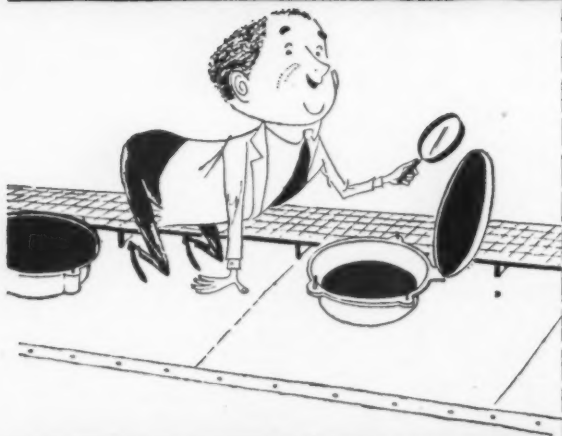
## No bills for bags, drums, containers



## Easier, safer loading and unloading



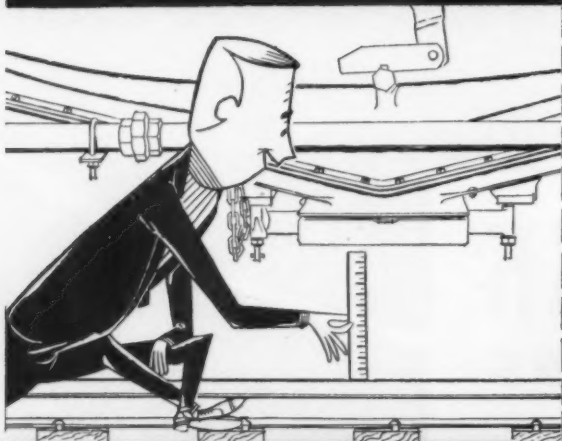
## No sanitation problems in transit



## No packing, racking or stacking



## Far more clearance for unloading



Bulk shipping of dry, granular and powdered products in General American Airlide® Cars is safer, easier—and costs less!



Over 1000 Airlide Cars now in service or on order. A small blower is all you need to unload cars into any conveying system. Write for bulk shipping information on your products.



GENERAL AMERICAN  
TRANSPORTATION CORPORATION  
135 South La Salle Street, Chicago 90, Illinois

AIRSLIDE CARS—now successfully shipping flour, semolina, sugar, starch, plastics, chemicals and other products.

Swift & Co. Presents  
Bronze Plaque to AIB

CHICAGO—One of its centennial year founder awards was presented by Swift & Co. to the American Institute of Baking at a board meeting recently. The award is in the form of a bronze plaque with a portrait of Gustavus Swift in bas relief, and the legend "To the American Institute of Baking for Outstanding Achievement in the Food Industry."



There's a world  
of quality in  
Jennison Flours

**W.J. Jennison Co.**

576 Grain Exchange  
Minneapolis 15, Minn.  
Telephone Main 8637  
MILLS AT APPLETON, MINN.

Michigan Soft Wheat Flours  
Plain or Self Rising  
**VOIGT MILLING CO.**  
GRAND RAPIDS, MICHIGAN

**for ALL your flour...**

SPRING...HARD WINTER...SOFT WHEAT

**THE BEARDSTOWN MILLS  
COMPANY**  
BEARDSTOWN, ILLINOIS



## Odds...

It's always a thrill to draw to—a big kick if you fill, a sharp jolt if you fail. What do you think are your chances to get the card you need—1 chance in 4?... 1 in 5?... 1 in 12?  
(For correct answers see below.)



## Sure thing...

No gamble at all with flour when it's **BIN CHECKED\***. All Atkinson flour goes to a loading bin at least 12 hours before delivery. While there, it gets final comprehensive check for quality. Whether you buy in bulk or in sacks, *we're sure and you're sure* that the flour you get exactly matches your specifications.

Put your flour money on a sure thing  
... switch to Atkinson.

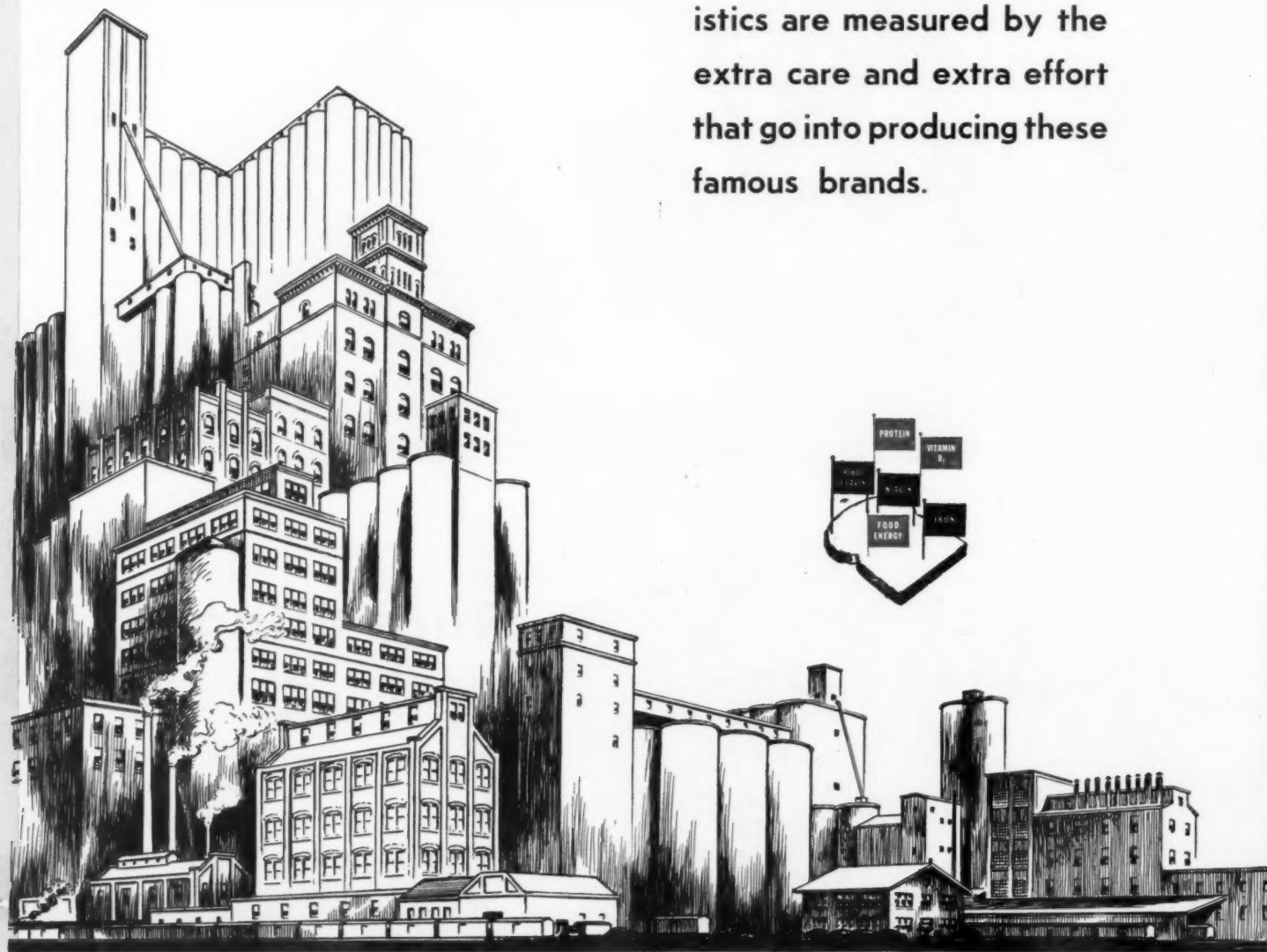
Your chance of filling a straight open at both ends is one in five. Your chances of winning the hand are something else again—Odds quoted courtesy of United States Playing Card Company.

**ATKINSON MILLING CO. MINNEAPOLIS, MINNESOTA**

\*TRADEMARK



RODNEY flours set a high standard in baking performance . . . in bread quality . . . in dollar value. And these preferred characteristics are measured by the extra care and extra effort that go into producing these famous brands.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**  
 22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELs STORAGE



## ANSWERS

## TO "DO YOU KNOW?"

Questions on Page 22

1. **True.** If the flours were blended and used in the sponge stage there is a possibility that the soft flour becomes over-developed and the stronger flour under-developed. This would be harmful to the quality of the finished bread.

2. **False.** The twisted loaf should be baked for a longer period of time. It has been found that a twisted loaf that is baked too fast is inclined to have a tough crust.

3. **False.** Increasing the sugar content would be very apt to increase this trouble. Replacing about 20 to 25% of the sugar content with invert syrup would decrease this problem to a large extent.

4. **True.** Studies made by the U.S. Dept. of Agriculture found that thirty-three vegetable fats gave an average digestibility of 97.1% and a study of eighteen animal fats gave a digestibility of 96.1%.

5. **False.** The sponge will heat up about 20° F. per hour.

6. **True.** According to figures given by the U.S. Dept. of Agriculture, Bureau of Home Economics, a pound of bread will contain about 1,185 calories, while a pound of pound cake will contain about 1,985.

7. **True.** It will be found that by using this procedure that the tops of the coffee cakes will be quite level when they are cooled.

8. **False.** When part of the sugar is added last with the flour it remains undissolved in the dough. Then, when the cookies are placed in the oven, this sugar melts, producing a greater spread in the cookies.

9. **False.** The breaking down of the filling is usually caused by the pies being over-baked. The baking time and temperature should be closely watched in order to eliminate this trouble.

10. **True.** In order to be called "breakfast" cocoa it must contain not less than 22% cocoa fat according to U.S. Government standards.

11. **True.** This procedure is used to eliminate doughy and soggy turnovers. When this method is used, no filling is placed in the turnovers before baking them.

12. **False.** Depending upon the drying process used, powdered whole eggs will contain from 3 to 8% moisture.

13. **False.** There are a number of factors that may influence the length of floor time to give a sponge dough, such as: (1) The amount of mixing the dough is given; (2) the strength of the flour; (3) the temperature of the dough; (4) the type of loaf desired. The proper floor time can only be determined by running actual tests varying the floor time until the desired type of finished bread is obtained.

14. **False.** It is used in condensed

milk as a preservative. Sweetened condensed milk contains about 40% sugar.

15. **True.** It is possible to produce a more uniform doughnut using powdered buttermilk. Liquid buttermilk varies in acid content while powdered buttermilk is uniform in acid content.

16. **True.** Hard wheat flour contains a greater percentage of protein than a soft wheat flour. It is necessary to use more shortening in order to mellow the greater quantity of gluten developed during the mixing

of the dough. If the shortening content is not increased, a tougher crust will result.

17. **True.** Other possible causes: (1) loaves are underproofed, (2) dough is over mixed, (3) oven is too hot, (4) loaves are improperly molded, (5) dough is too stiff.

18. **True.** Lemon juice has a liquefying effect upon the starch in the filling when it is hot. After the filling has been cooked, the addition of the lemon juice helps to cool it faster, thereby decreasing the tendency for the starch to liquefy.

19. **False.** By using steam in the oven, the volume of the bread is slightly increased. This is due to the surface of the dough remaining softer for a longer period of time, thereby allowing the dough to expand to a greater extent producing a larger volume.

20. **False.** Most bakers use clear flour, having a good quality protein, so that it will carry the rye flour. A small amount of patent flour is sometimes used with the clear in order to stabilize the blend.

KEEP IN COOL DRY PLACE  
100 LBS. NET

# BROSOF

WITH THE  
**All-Vegetable Emulsifier**

Contains: Flour-Mono & Di-Glycerides-Vegetable Oils-Lecithin & Associated Phosphatides (Vegetable Emulsifier)-Salt

A tenderizing agent—with high powers of emulsification and dispersion—resulting in activity for combining shortening and water and other ingredients of the dough. BROSOFT produces tenderness—improved texture—better eating and keeping qualities.

**INSTRUCTIONS**

**BREAD AND ROLL DOUGHS**  
Use 10 oz. of BROSOFT for each pound of shortening used in the dough.  
Add two pounds of water for each pound of BROSOFT when floor time is allowed.

**SWEET GOODS AND COFFEE CAKES**  
Use 5% BROSOFT based on the flour weight of the dough.  
Add two pounds of water for each pound of BROSOFT.

**BROLITE COMPANY, INC.**  
CHICAGO 47, ILLINOIS  
Atlanta • Dallas • New York • San Francisco

**ANOTHER VALUABLE  
BROLITE**

*Ingredient*

Brossoft is a tenderizing agent—a proved ingredient in convenient dry form.

Easy to handle, it requires no changes in shop procedures.

Brossoft produces tenderness of crumb and crust. Improves texture. Results in better eating and keeping qualities—easier machining and make up.

Smoother slicing, too, with no gumminess. . . . Many of America's best selling loaves are now made with Brossoft.

**THE BROLITE  
COMPANY, INC.**

2542 ELSTON AVENUE, CHICAGO 47, ILL.

621 Minna St.,  
San Francisco 1, Calif.

2921 So. Haskell Ave.,  
Dallas 10, Texas

518 First Ave.,  
North Seattle 9, Wash.

686 Greenwood Ave., N.E.,  
Atlanta 6, Ga.

225 Fourth Ave.,  
New York 3, N. Y.

**HIGH GLUTEN FLOURS**

For Bakers

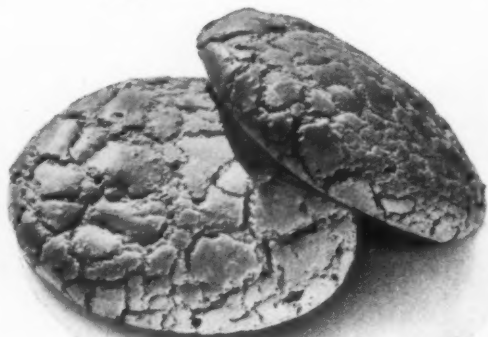
**The Morrison Milling Co.**

Denton, Texas

Emphatically Independent

Brolite's trained Bakery Technicians are at your service!

# Quality



IS A  
WORD YOUR CUSTOMER  
CAN TASTE!

Be sure of better-tasting, better-selling cakes and pastries with



- GENUINE ALMOND PASTE\*
- MACAROON PASTE
- KERNEL PASTE
- MARSHMALLOW CAKE FILLER
- FONDANT ICING



Relied on throughout 85 years  
...throughout the baking trade

WRITE FOR FREE COPY  
of our sales-slanted booklet  
"Fancy Cake Baking"

\*Reg. U. S. Pat. Off.

**HENRY HEIDE, Incorporated**  
313 Hudson St., New York 13, N. Y.

# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours



ANGELITE—cake flour  
COOKIE KING—cookie and dough-up flour  
CRACKER KING—cracker sponge flour  
GRAHAM KING—100% soft wheat graham  
PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

# DOWN THRU THE YEARS...

for **3** generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

## "Golden Loaf"

FENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA





John M. Mitchell

### Ekco Products Co., Alcoa Form New Foil Company

CHICAGO — The formation of a new company which will manufacture and sell aluminum foil containers has been announced by the Aluminum Company of America and Ekco Products Co.

The new company, which will be owned jointly by Ekco and Alcoa, will be known as Ekco-Alcoa Containers, Inc., and will have its headquarters in Cook County near Wheeling, Ill. It will make aluminum foil containers for a wide variety of products especially in the baking, frozen food, and dairy industries.

A new \$5,000,000 plant enclosing an area of 165,000 sq. ft. is now under construction near Wheeling. The plant will employ approximately 100 workers when it begins operation early next year.

John M. Mitchell, recently manager of Alcoa's export division and commercial research division, has been elected president and general manager of the new company.

—BREAD IS THE STAFF OF LIFE—

#### COCHRAN APPOINTMENT

LOUISVILLE—Cochran Foil Co. has appointed Frederick L. Stout, Jr., as manager of industrial relations. Before joining Cochran, Mr. Stout was in personnel and industrial relations positions with Pittsburgh Plate Glass Co. and Dravo Corp. in Pittsburgh.

#### Moore - Lowry Flour Mills Co.

Kansas City, Mo.

#### PRECISION-MILLED FLOURS

#### Michigan Soft Wheat Flour

Plain and Self-Rising

#### King Milling Company

LOWELL, MICHIGAN

#### Soft Cake Flour

For Biscuit Manufacturers

WATSON HIGGINS MILLING CO.  
GRAND RAPIDS, MICH.

### New Crop Flour Results Called Good

MINNEAPOLIS—A turnout of 109 persons was recorded for the season's first meeting of the Northwestern Production Men's Club held at the Hasty Tasty Cafe, Minneapolis.

New crop flour is presenting no unusual or difficult problems for bakers, it was revealed by representatives of milling companies who constituted a panel on the subject.

Absorption is the same as last year and mixing time the same to somewhat less for spring wheat flour,

said Fred Fuehrer, Atkinson Milling Co., Minneapolis. Diastatic activity is somewhat lower than last year's crop, according to Robert McCormick, Bay State Milling Co., Winona, Minn., who discussed fermentation. Excellent machining properties of the spring wheat crop are evident, said Norton Risdal, King Midas Flour Mills, Minneapolis, in his phase of the panel discussion. No substantial bread formula changes are necessary with this year's crop, stated W. L. Rainey, Commander-Larabee Milling Co., who added that yeast food requirements are about normal.

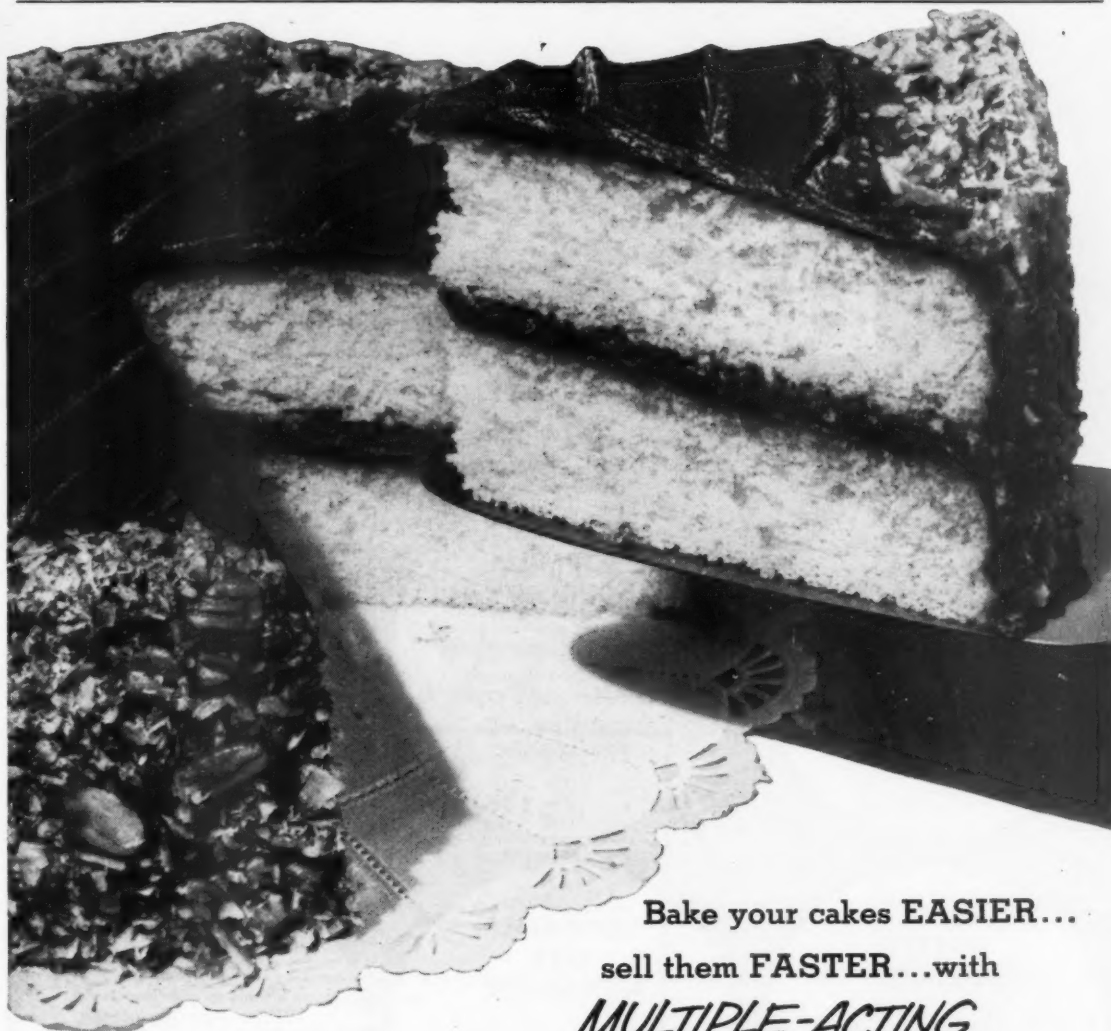
Moderator of the panel was G.

Moen, General Mills, Inc., Minneapolis. Presiding was Donald Bremer, Milk House Bakery, St. Louis Park, Minn.

—BREAD IS THE STAFF OF LIFE—

#### SYLVANIA BUILDS WAREHOUSE

PHILADELPHIA—Construction of a new warehouse in the Los Angeles area to service Sylvania cellophane users on the West Coast is announced by J. W. Little, general sales manager, Sylvania Division, American Viscose Corp. This announcement came simultaneously with the promotion of Matthew G. O'Connor to West Coast district sales manager.



Bake your cakes **EASIER...**

sell them **FASTER...** with

**MULTIPLE-ACTING**

## FLEISCHMANN'S BAKING POWDER

The famous multiple leavening action of Fleischmann's Baking Powder helps you make cakes of excellent volume with fine grain and texture. This means better eating qualities... faster selling.

This is the way multiple action Fleischmann's Baking Powder works:

**DURING MIXING**—just sufficient gas is released to make free-flowing, easy-to-handle batters.

**ON THE BENCH**—After mixing, batters containing Fleischmann's Baking Powder remain almost inactive for several hours at room temperature. This means you can prepare batter to full mixer capacity even if your oven cannot handle this amount at one baking.

**DURING THE BAKING PROCESS**—Gas is produced at a steady regulated speed throughout the entire batter.

...and you get these 3  
additional Fleischmann services

1. New formulas
2. Scientific help when you need it
3. Merchandising aids

**Fermentation is our business**





## Ring the Baker's Doorbell

A large crowd attended the recent grand opening in **Alta, Iowa**, for the Baumann Home Bakery.

In operation again this year for the fourth season is the lefse bakery in **Lake Park, Minn.**, owned by Arthur Carlson. The bakery operates from September through February

producing lefse for shipment throughout Minnesota and the Dakotas.

R. P. Cooper, president of the R. B. Cooper Bakery, **Tallahassee, Fla.**, has announced the purchase of the Kosciusko (Miss.) City Bakery. This brings the number of bakeries now operated by the company to five.

Three are located in Florida and one in Alabama.

The Ertl-Pitt Baking Co., **Pittsburgh, Pa.**, has discontinued operations. Founded in 1907, the Ertl firm was recently combined with the Pitt Baking Co. The 10 wholesale routes have been taken over by the Drake

Baking Co. Drivers who serviced the 38 retail routes of the company have formed a cooperative and now sell baked products made by the Greiner Bakery, **Butler, Pa.**

Approximately \$1,000 in damage was done to the **Frazee (Minn.) Bakery** recently when fire started one night in a deep fryer unit.

The **Clarissa (Minn.) Bakery** recently moved into newly remodeled quarters.

Mr. and Mrs. Bernard Markus have opened the new Jo-Ann Bakery & Coffee Shop in **Akron, Iowa**.

Stacy's Bakery Shop in **Sandstone, Minn.**, has moved to a new location in the village.

A new bakery has been opened in **Parkersburg, Iowa**, by Mr. and Mrs. Virgil Martin of Elkader, Iowa.

The new location of Norm's Downy-flake Donuts in **Missoula, Mont.** has been remodeled to provide for drive-in service.

Dan's Bakery in **Atlantic City, Iowa**, was recently opened at 321 Chestnut St. by Dan McArthur.

Jerry's Bakery in **Crosby, Minn.**, is undergoing extensive remodeling. A new brick front is being built and the interior will be completely remodeled.

The Hometown Bakery has been opened in **Armour, S.D.**, by Mr. and Mrs. Harold Thompson. Baking will, however, be done in Wagner where the Thompsons recently purchased the Wagner Bakery.

Frank E. Garrett has opened the Rolling Pin Pastry Shop in **Harrisburg, Pa.**, at 211 Market St. Mr. Garrett had been a manager with the Federal Bake Shops.

The Nancy Lou Bakery has opened at 211 Fourth St., **Butler, Pa.** Stella M. Fennell is operator.

Kenneth Edwards has opened Ken's Donut Shop on Sterrettania Road, **Erie, Pa.**

Two new Lori Pastry Shops have been located in new Pennsylvania shopping centers. Max Zipes is manager of the two which are located at **Morrisville** and at **Levittown** in Bucks County.

The Lakeland Bakery has opened at 220 Oakton Ave. in **Powaukee, Wis.** Partners in the new business are G. H. Elms, Stone Bank, and Francis Nelson, Oconomowoc.

An 80 by 80-ft. addition has been built at the Butter Krust Bakery,

# CHASE BAG

## MAKES THEM ALL FOR THE milling industry

**M /  
MULTIWALLS  
/ W**

Sewn Valve, Sewn Open-Mouth, Pasted Valve, Pasted Open-Mouth—a size and type to meet your specifications.

**TOPMILL  
BURLAP**

Combines Strength, good appearance. Smooth texture for sharp brand imprinting. All popular sizes.

**COTTON  
BAGS**

Close, tight weave assures maximum strength, maximum imprinting readability—with or without band label.

**PRETTY  
PRINTS**

Gay, style-right cotton prints that give bags added sales-appeal. 25, 50 & 100 lb. sizes.

**CONSUMER  
SIZE  
HANDI-SAX**

Square-bottom, gusseted flour bags in 2 lb., 5 lb., 10 lb. sizes. Up to 4-color printing.

**CONSUMER  
SIZE  
LILIPAK**

White coat, blue-lined satchel-bottom flour bags that make white flour appear whiter. All standard sizes. Up to 4-color printing.

**CONSUMER SIZE  
VELNAMEL**

Top-quality all-white satchel-bottom flour bags—corrugated for faster filling and maximum pliability. All standard sizes to 50 lbs. Sharp printing in up to 4-colors.

make just  
one call—  
order any  
or all, from...

**CHASE  
BAG  
COMPANY**

Personal Service  
and Prompt  
Shipments from  
30 Nation-Wide  
Branches and  
Sales Offices.

General Sales Offices:  
309 West Jackson Blvd.,  
Chicago 6, Illinois

**KNAPPEN MILLING  
COMPANY**  
Producers of  
**BEST QUALITY MICHIGAN  
CAKE & BAKERY FLOURS**  
AUGUSTA, MICH. PHONE 320

**STAR OF THE WEST**  
: : : One of the Best : : :  
**MILLING COMPANY**  
NIGHTINGALE and STAR Patent Flour  
Phone 2131 Frankenmuth, Mich.



# GOOCH'S BEST AKSARBEN

High-Performance Spring Wheat

## FLOUR

One of the complete variety of flours milled by GOOCH  
to meet every baking requirement

Also Millers of

**GOMEC • GOLD NUGGET • JUMBO**  
Western Wheat Flour      Spring Clear Flour      High Protein Spring Clear Flour

**WHOLE WHEAT • RYE FLOURS**  
Hi-Protein Spring Wheat      Light — Dark — Medium

### ECONO-FLO BULK FLOUR SERVICE

- 1 Bulk rail cars are now available for the movement of Gooch flours in shuttle service from the Gooch mill to bakers.
- 2 Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- 3 Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- 4 Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

*"A real service to the baking industry is our only objective"*

**GOOCH MILLING & ELEVATOR CO.**  
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.—Elevator Space 4,000,000 Bu.







**THESE MONTANA  
HARD WHEAT FLOURS**  
give unusual absorp-  
tion and outstanding  
flavor characteristics

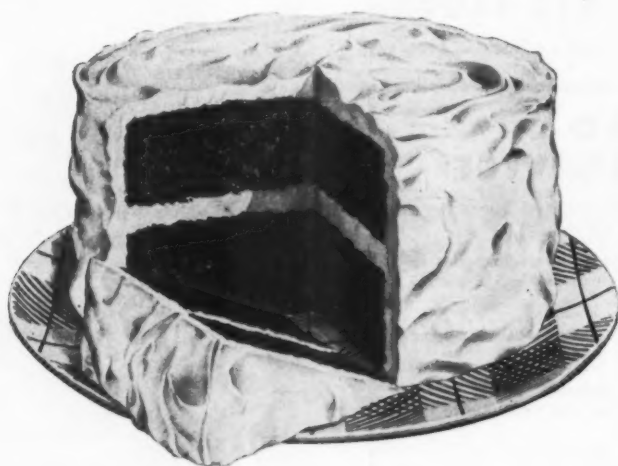
**MONTANA FLOUR MILLS COMPANY**

General Offices: Great Falls, Montana



*high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.*

**TRI-STATE MILLING CO.** Rapid City, S. Dak.



*Masterpieces*

are produced by the cake baker only when the soft wheat flour is top quality, uniformly milled to exacting specifications. Flour Mills of America mills such flour only after exhaustive pre-testing!

**flour mills of America, Inc.**

KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE

Be Proud of Your Job,  
as We Are of Ours, for

**"Bread is the  
Staff of Life"**



**GIBRALTAR**  
Flour

**KANSAS BEST**  
Flour

**The Consolidated Flour Mills Co.**  
"In the Heart of Kansas"  
Wichita, Kansas



Lakeland, Fla., and some new automatic equipment gives the plant a total capacity of 3,600 lb. per hour. Production throughout is streamlined. President of the company is E. E. Kelley, Jr., who is also president of the American Bakers Association.

The Luck (Wis.) Bakery has discontinued wholesale deliveries, it has been announced by A. E. Harris, operator.

The Bowman Biscuit Co. of Texas has opened a branch office and warehouse in Dallas at its new building at 2438 South Central Expressway.

Establishment of a new branch to serve the Akron, Ohio, area has been announced by the Ward Baking Co. Harry E. Spoerndle has been named sales manager for the new system which will market Ward's breads and cakes and the pastry line of the Handy Baking Co.

A building permit has been granted for the Helms Bakery Co. to build a \$160,000 structure for a loading station at 130 North Gilbert Ave., Fullerton, Cal.

A third delivery truck has been added to the fleet of the Swanson Archway cookie business, Berwick, Pa.

A Vaughn Bakery sales meeting was held in Berwick, Pa., recently at which time reports were given on the sale of the company's new superenriched bread. Edgar Weber, bakery consultant of Erie, Pa., spoke.

At Lindsey Hopkins Vocational School, Miami, Fla., a course is being offered in professional cake decorating. The course includes the techniques of flower making, borders, scrolls and methods of design.

A defective water tank exploded in the McKinley Bakery at Tacoma, Wash., recently, causing an estimated \$8,000 damage. H. P. Peterson, owner of the bakery, was shaken up in the explosion.

A new 120-mile high speed private wire network has been leased from Western Union by the Dandee Bread Bakers. The new system interconnects the four plant offices at Ft. Pierce, West Palm Beach, Ft. Lauderdale and Miami, Fla.

Stevens Bakery, which has been operating in Ft. Lauderdale, Fla., for the past 47 years, has opened a new

branch in Sears Town. This is the third unit they will operate. The business is owned and operated by Homer C. Stevens and his two sons, Fred and Bill.

The Sawyer Biscuit Co., Milwaukee, Wis., has opened a new office and distributing center at 13137 West Glendale St.

Coleman's Bakery, Melbourne, Fla., is cooperating with the management of a theatre in helping to give the youngsters of the community a good time. The theatre puts on a weekly free movie for the youngsters, and

the bakery supplies a decorated cake to anyone having had a birthday during the week.

The Jackson Cookie Co. of North Little Rock, Ark., has added a new line of "creme-filled" cookies, installing \$30,000 worth of new equipment to make the product.

A Community Chest 100% one-day's-pay flag has been awarded to employees of the Manor Baking Co. at Dallas, Texas.

A new doughnut plant has been opened in Orlando, Fla., by William

H. Herrin, Jr. The new 32 by 91-ft. building has the front half completely glassed from floor to ceiling. Output of the plant is approximately 1,000 dozen a day, of which 85% goes to the wholesale trade.

The Victory Baking Co., Tampa, Fla., baked a 1,600-lb. cake for the Columbia Restaurant, which was served in the celebration of the restaurant's 50th anniversary.

The Chautauqua Baking Co., Mayville, N.Y., which has been in operation since 1919 under five successive owners, has closed its doors. Merle



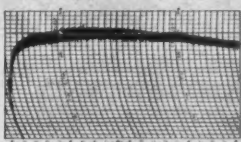
Strawberries and Cream... um um! And if you've never tried it, get the surprise of your life by learning how bread and butter brings out the flavor of ripe, rich berries.

In the same way Wytase in bread brings out the flavor of other foods—blends with delicate flavors...that's why millions of people prefer bread made this way. Because Wytase increases mixing tolerance it enables you to catch the doughs at their peak of fine flavor.

## FLAVORFUL WHITE BREAD

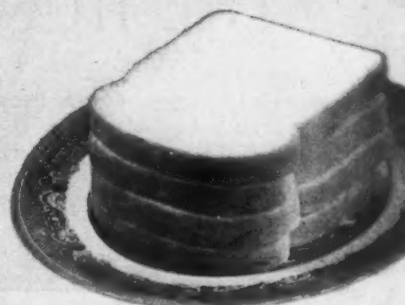
made with

**Wytase**  
REG. U.S. PAT. OFF. DOUGH WHITENER



WYTASE EXTENDS MIXING TOLERANCE  
Farinograph charts in full size showing Wytase mixing tolerance are available.

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

**Miner - Hillard Milling Co.**  
WILKES-BARRE, PA.  
Manufacturers of  
CORN FLOUR - CORN MEAL  
CORN SPECIALTIES

**DAVID HARUM BAKERS FLOUR**  
From Nebraska's  
Choice Winter Wheat  
LEXINGTON MILL & ELEV. CO.  
LEXINGTON, NEBRASKA

**RUNCIMAN MILLING CO.**  
Successors to JONATHAN HALE & SONS, Inc.  
MANUFACTURERS OF FINEST  
MICHIGAN SOFT WHEAT FLOURS  
Plain and Self-Rising  
IONIA, MICH. PHONE 65  
Since 1856

Scriven, who has operated the business for W. W. Waterhouse, Corry, Pa., most of the past six years, made the announcement of the shutdown. Once one of the largest bakeries in western New York, the company has operated on a limited basis in recent years.

The Walsh Bakery in Amarillo, Texas, has been sold to Buddy's Super Markets of Borger, Texas.

The Koehler Bakery Co., North Little Rock, Ark., has opened two new stores in Little Rock as part of a general expansion program. The

stores have self-service freezer counters and feature several new frozen products.

Falley's Bakeries, Inc., has been incorporated in Topeka, Kansas, by Lewis B. Falley, Fae Falley and Melvin L. Falley, with a capitalization of \$200,000.

Dennis Donuts, Inc., Oklahoma City, has increased the capital stock of its Tulsa, Okla., plant, from \$25,000 to \$35,000.

The Loesche Bakery has been

opened on Highway 92 in Plant City, Fla., by Mr. and Mrs. C. Loesche. Mr. Loesche previously was engaged in the baking business for 17 years in Cincinnati, Ohio.

Nicholas E. Sisler has opened a bakery in the new Riverdale Shopping Center, Ft. Lauderdale, Fla. He learned his trade in Cincinnati, Ohio, and has operated shops in Akron and Cleveland.

Carlton L. Reh fuss, Sr., from Paterson, N.J., has taken over distribution for Arnold bread and bakery products in four counties near



Victor Wershay

**SALES AGENT** — The J. H. Day Company, Inc., division of Cleveland Automatic Machine Co., Cincinnati, has announced the appointment of Victor Wershay as sales agent for the company's north-central states area. Mr. Wershay's territory includes Wisconsin, Minnesota, North Dakota, South Dakota and in parts of Michigan. Mr. Wershay has 18 years of manufacturing and industrial experience. He has specialized in the paper, food and process engineering fields, as well as with associated industries.

**Orlando, Fla.** Distribution will be made through retail grocery channels. The Arnold line is produced in the state by the Arnold Bakers of Florida, St. Augustine.

A business name has been filed in the Erie County, N.Y., clerk's office for Don's Pie Service, 231 Dartmouth St., Buffalo, by Donald J. Statler.

Schwartz Bakery Co., 486 E. Mound St., Columbus, Ohio, has been granted a permit for a \$20,000 addition to its building.

Bender's Bakery, Denver, Colo., recently opened its seventh retail outlet at 281 South Sheridan Boulevard. The bakery is owned by Wil-



FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

HUNTER'S large grain storage facilities count for plenty these days. No milling concern has a better ratio of capacity to storage and none is any better able to select from these resources the kind of wheat it needs for hard winter bakery flours. HUNTER flours will prove their baking satisfaction in your shop.

**The Choice of the  
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:  
**BETTER SPRING WHEAT  
AND DURUM FLOURS**

**DULUTH UNIVERSAL  
MILLING CO.**  
Duluth, Minnesota

Write for details on  
**LEAVENING  
AGENTS**

**MONSANTO CHEMICAL COMPANY**  
Inorganic Chemicals Div., 710 N. 12th St., St. Louis 1, Mo.  
• • • Serving Industry • • • Which Serves Mankind • • •



## BREAD PLENTIFUL IN RUSSIA

WASHINGTON—A member of the U.S. delegation which toured the Soviet nation the past summer calls Russia's bread "very good . . . cheap and plentiful." It makes up a big portion of the caloric intake of the Russian people — a rough guess is 65%, he said. Consequently, no one goes hungry. Bread, of course, is sold in state-owned bread stores, he added.

William Bender and is managed by Andrew Keleher.

Hausold's Bakery at 235 Washington St., Hoboken, N.J., has been sold by Gottfried Kramp to William and Johanna Urban of New York.

The Boulder City Bakery, Boulder, Colo., has added a house-to-house service using four trucks in the operation. The bakery is owned and operated by W. A. Pennington and George Cessna.

Roselyn Bakeries, Indianapolis, Ind., celebrated its 12th anniversary with an open house. The firm started in 1943 with one bakery and two people and has grown to 30 bakeries employing 193 workers.

After being closed during the summer months the J & M Pastry Shop, Indian Rocks Beach, Fla., has reopened for the winter season. Owners and operators are Mr. and Mrs. John Groce.

The An-Jo Bakery has been opened in the Venetia Village Shopping Center, Jacksonville, Fla.

Incorporation papers have been issued to Cinotti Baking Co., Inc., Jacksonville, Fla. Incorporators are Nick Cinotti, Sr., Mary Cinotti, Nick Cinotti, Jr., and Joseph V. Cinotti.

Dandee Bakers has discontinued its operations in the Youngstown, Ohio, area. This move is in line with a long range policy set by Dandee which calls for the opening of new bakeries in other localities.

Fred Lockwood, who has been associated with the Campbell-Sell Baking Co., Denver, Colo., for the past 25 years, has purchased the Gunnison Home Bakery, Gunnison, Colo., from Merlyn R. Negley.

The following Oklahoma bakeries have each added a new delivery truck to their equipment: Turner Baking Co., Durant; Dennis Donut Shop, Norman; and Strain's Bakery, 807 Walnut, Duncan.

The Lackawanna Bakery, Scranton, Pa., has been reopened following an extensive remodeling program. It is one of Scranton's oldest bakeries.

### Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour

Plain and Selfrising

LIGONIER, IND.

NORFOLK, VA.

### Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.

DANVILLE P. O. Astico WISCONSIN

## Liaison Chief for Baking Trade Named

WASHINGTON—Casimer Bielski, Jr., former chief, Radio-TV Section, Air Force Headquarters, Pentagon, recently resigned his commission to enter private industry. As a staff member of National Security Industrial Assn. (NSIA), he will help maintain a "close working relationship between the military establishment and the baking industry."

Specifically, Mr. Bielski will administer the Food Service Advisory Committee which includes the bak-

ing task committee and the applied cookery task committee.

As executive of the committee, Mr. Bielski also will work closely with trade editors and publishers in the baking and allied trade fields to promote exchange of information in these industries.

NSIA was founded in 1944 as a nonprofit, nonpolitical association. The organization currently is composed of some 600 companies employing more than one-third of the nation's manufacturing labor force. National Headquarters is located at Washington.

## RAISIN SHIPMENTS DOWN

FRESNO, CAL. — September shipments of California raisins to the trade in the U.S. and Canada totaled 14,998 tons, 5,831 tons less than September a year ago. The post-war September average is 13,446 tons. Gerald W. Jones, assistant manager, California Raisin Advisory Board, in reporting these figures taken from statistics compiled by the Raisin Administrative Committee, pointed out that the September shipment losses occurred at a time of later than usual crop maturing, a scarcity of harvest help and of short supplies in the hands of packers.

Hour after hour, National Yeast supplies you with uniformly good yeast to make uniformly good bakery products.

for uniform results

National Yeast Corporation

FRANK J. MALE, President

EXECUTIVE OFFICE:  
122 East 42nd Street  
New York 17, N.Y.

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WESTERN DIVISION OFFICE:  
Pure Oil Building  
35 E. Wacker Drive  
Chicago, Ill.

PLANTS: Belleville, N.J. - Crystal Lake, Ill.

You can order all these essential bakery products

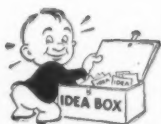
National Bakers Compressed Yeast  
National Active Dry Yeast  
National Baking Powder  
National Baking Cream  
National Bakers Margarine

National Bakers Malt Syrup  
National Bakers Dry Malt  
National Enrichment Tablets  
National Yeast Food  
National Puff Paste

National 7-in-1  
Armour Cloverbloom Frozen Whole Eggs  
Armour Cloverbloom Frozen Egg Whites  
Armour Cloverbloom Armtex  
Armour Cloverbloom Sugared Yolks



## Worth Looking Into



### New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

#### No. 3800—Topping

Fount-Wip, Inc., a subsidiary of Reddi-Wip, Inc., has introduced a product which is claimed to keep without refrigeration for months and can be used as a frosting, filling or icing. It is said to require no special handling on the part of the baker except to chill and whip. One quart is said to yield more than 2½ qt. of topping and will not run or "bleed off." The user can sweeten or flavor the product as desired. Whipping cream (up to 25%) may be added. Secure more complete details by checking No. 3800 on the coupon and mailing it to the address provided.

#### No. 3802—Bread Casein

Sheffield Chemical Co., Inc., is making available its food grade casein, Sheftene C2, to bakeries, it has been announced by company officials. The company announces that it will provide without charge a study reported at a recent meeting of the American Chemical Society in which the value of food grade casein in bread was shown. The full study is entitled "Nu-

tritional Value of White Bread Supplemented With a Concentrated Milk Protein—Casein." The study was reported on by Fred C. Ward of the National Dairy Research Laboratories of which Sheffield Chemical Co. is a manufacturing subsidiary. The study and other details will be supplied if you will check No. 3802 on the coupon and mail it.

#### No. 3805—Wrapper

A new bread wrapping machine, the AMF standard model 3-122 wrapper, with a new push-button power adjustment has been introduced by American Machine & Foundry Co. The firm claims that push-button power adjustment permits automatic, accurate, and fast positioning of the AMF standard model 3-122 wrapper for packaging loaves from six to 17 in. long, up to 6 in. high, and 8 in. wide. A special part of this system is a new end-label sensing device that automatically adjusts for package height. Economies claimed are these improvements: 50% reduction of pre-start-up time through fast-acting heater and Polar-Seal units; second, third and fourth folders mounted on

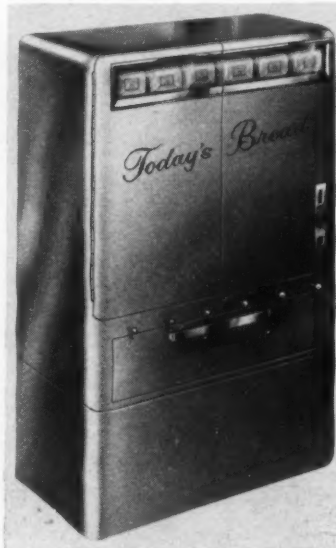
swing-out arm to permit rapid, easy cleaning, and spring-loaded lifter table to insure uniform pressure on loose-wrap roller. To secure more complete details check No. 3805 on the coupon and mail it.

#### No. 3799—Vending Machine

"Today's Bread" is the trade name of a new coin-operated bread vending machine with capacity for 42 loaves of packaged fresh bread, rolls and other baked goods, introduced and distributed by the I. J. White Corp. The machine is 6 ft. 8 in. high, 48 in. wide and 24 in. deep, and is available in any desired baked enamel finish. The unit does not require any motors or electrical connections. As each coin is deposited, a loaf of bread



the doughnuts by hand. Doughnuts are iced immediately after frying, while still at high temperature, assuring a lasting non-chip coating. Utilizing standard bun pans which are slipped into the icing loading rack, the operator covers the doughnuts with a wire icing rack, then with a single movement, rotates the doughnuts and bun pan over the icing tray compartment. The bun pan is swung back out of the way as the operator raises the icing tray. Locking at any present level, the icing tray remains in position, permitting the operator to use both hands to press down on doughnuts when applying extra thick icings. To remove doughnuts the operator swings the bun pan back over the icer and lifts the rack and pan back to loading position. The finished doughnuts are then ready to be placed into the show case, still in the original bun pan used to carry them from the fryer. For more complete information check No. 3809 on the coupon and mail it.

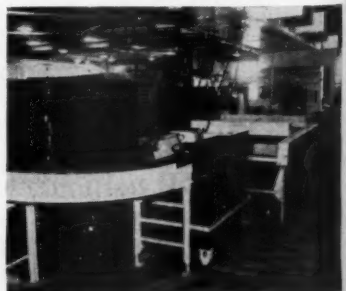


#### No. 3810—Counters

New literature is available on latest developments in the Presin Company's line of Ivo counting devices. One leaflet describes the company's series of automatic cycling predetermined counters. The leaflet states that "any process capable of employing conventional counters can now be converted to complete automation." Another leaflet outlines the series of automatic predetermining impulse counters for electrical batch counting. Complete information about specifications, prices and features of the counters are included. Secure the literature by checking No. 3810 on the coupon and mailing it.

#### No. 3801—Bread Pan Greaser

The Imperial Machine Co. announces a new type nozzle for its bread pan greaser which provides improved distribution of grease all around the inside of bread pans. The new design is claimed to eliminate in-and-out-of-the-pan nozzle action and assures thorough greasing. The machine dispenses whatever quantity of grease is required, handles any kind of grease and greases any size or type bread pan at speeds up to 160 pans per minute. Adjustments for change in size of bread pans can be



drops into the tilting door-well which is opened by the customer. Design of the well prevents possible tampering with the loaves remaining inside the machine. More complete details will be sent to you if you will check No. 3799 on the coupon and mail it.

#### No. 3808—Proof Box

Read Standard Corp. announces that its automatic rack-type proof box is a "significant contribution to help the baker along the road to automation." It is designed to aid the baker of variety breads. Before the panned dough is allowed to enter the oven, it must be held for a controlled length of time in a temperature- and humidity-controlled chamber (proofing) in order to allow each piece of dough to rise in the pan after it has been moulded. The firm's new proof box allows proofing time to be changed without emptying the proofer before introducing a new variety of bread and without changing the temperature of the box while it is handling two kinds of bread. Secure more complete details by checking No. 3808 on the coupon and mailing it.

#### No. 3809—Icing Machine

Four dozen doughnuts or sweet rolls can be iced in 30 seconds with its new portable icing machine, claims the Frymaster Corp. The company announcement states: "Designed to reduce labor costs and give a more uniformly finished product, the new machine puts icing on an automatic basis. The entire operation is performed without the operator touching

Send me information on the items marked:

- |   |   |
|---|---|
| <input type="checkbox"/> No. 3799—Vending Machine   | <input type="checkbox"/> No. 3807—Foil Containers     |
| <input type="checkbox"/> No. 3800—Topping           | <input type="checkbox"/> No. 3808—Proof Box           |
| <input type="checkbox"/> No. 3801—Bread Pan Greaser | <input type="checkbox"/> No. 3809—Icing Machine       |
| <input type="checkbox"/> No. 3802—Bread Casein      | <input type="checkbox"/> No. 3810—Counters            |
| <input type="checkbox"/> No. 3803—Aluminum Foil     | <input type="checkbox"/> No. 3811—Flour Transfer Unit |
| <input type="checkbox"/> No. 3805—Wrapper           |   |

Others (list numbers) .....

NAME .....

COMPANY .....

ADDRESS .....

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS  
PERMIT No. 2  
(Sec. 34.9,  
P. L. & R.)  
MINNEAPOLIS,  
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

made in a few seconds and grease is distributed evenly around the inside of pans by the company's impact blow method. No air is used in distributing the grease. Secure more complete details by checking No. 3801 on the coupon and mailing it.

### No. 3803—Aluminum Foil

"Designing in Aluminum Foil" is the title of a booklet published recently by the Reynolds Metals Co. Described and illustrated with actual samples are colored foils, a variety of finishes, copy on foil, patterns, printing processes and some rules-of-thumb regarding rendering on aluminum foil. The booklet is obtainable by checking No. 3803 on the coupon and mailing it to this publication.

#### CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.

Write for information on a specific problem

**KIWI CODERS CORPORATION**  
3804 N. Clark St. Chicago 13, Illinois

### No. 3811—Flour Transfer Unit

The Fuller Co., a subsidiary of General American Transportation Corp., has introduced a new portable transfer unit for pneumatically transferring flour or other bulk ladings from General American Airslide railroad cars to Airslide bulk vans or to storage bins and silos. The new transfer unit is a combination of the Airslide air-activated gravity conveyor and Airveyor pressure type conveying system. In this combination the flour is "fluidized" for charging into the conveying system by the blow-through type feeder. The unit is well balanced, and is mounted on running gear equipped with pneumatic-tired wheels with roller bearings, company officials said. It can be maneuvered by one man. It can be raised or lowered hydraulically to match the elevation of the outlets of the Airslide car, and contact is automatically maintained as the car rises on its springs during unloading. The transfer unit is 10 ft. long from

handle to handle, has a maximum width of 40 in. and weighs 700 lb. Secure more complete details by checking No. 3811 on the coupon and mailing it.

### No. 3807—Foil Containers

The Arbor Products Corp., has been formed to specialize in the fabrication of aluminum foil containers and pack-



aging. Upper left is shown an 8 1/2-in. pizza pan of .004 aluminum foil; lower right, a 5-in. rolled edge pie pan of .0035 aluminum foil. Although standard 5-in. rolled edge pie pans and 8 1/2-in. pizza pans are now in production, custom work is also available. Complete details concerning available sizes, weights and imprinting will be supplied if you will check No. 3807 on the coupon and mail it.

For Quality, Economy and Reliability, Use  
**BROWN'S HUNGARIAN**  
America's Premier Cake Flour  
**BROWN'S HUNGARIAN CORPORATION**  
25 Broad Street New York City

In Perfect Comfort  
**ENJOY YOUR SUN**  
at this beautiful resort hotel



You and your family will love it here. Everything to give you a good time and all right here on the hotel's own 1400 acres.

It's only a few steps to hotel's own private, uncrowded, 18-hole, championship golf course; tennis; swimming; riding . . . And, near by are good hunting and fishing.

Invigorating, dry climate, sunny days; cool, sleep-filled nights. Go home sun-tanned, rested and relaxed.

Just write for pictorial folder  
Mr. George Lindholm, Manager  
**ARIZONA BILTMORE HOTEL**  
Box C2, PHOENIX, ARIZONA

### Boost your Pie Sales . . . WITH PIE-PAK



the low-cost, sanitary, self-sealing container that advertises your pies on each container . . . goods delivered with "oven-fresh" flavor . . . have full visibility with overall cellophane top . . . rigidly made to withstand rough handling.

Let us show you with our special introductory offer as described in our illustrated brochure



WRITE TO:

**PIE-PAK COMPANY, Inc.**  
1300 HUDSON STREET  
HOBOKEN, N. J.



# KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

**The Quaker Oats Company**  
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas  
and Los Angeles, California





**D**URING the month of September, BAY STATE MILLING CO. at Winona, Minnesota, and Leavenworth, Kansas, produced and delivered enough flour to bake 72,633,420 pound loaves of golden, rich, wholesome, quality bread.

At eleven P.M. Saturday, October 8th, in a period of one year, BAY STATE MILLING CO. at Leavenworth, Kansas, produced its millionth bag of high quality Southwestern flour.

## BAY STATE MILLING CO.

WINONA, MINNESOTA

LEAVENWORTH, KANSAS

### Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000  
Bushels  
Country and  
Terminal  
Storage



NEW SPOKANE MILL... ONE OF  
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

### "Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

Sheridan Flouring Mills, Incorporated

SHERIDAN, WYOMING

### The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.  
Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

### ACME — GOLD DRIFT

Better Bakery Flours

These Brands Meet Every Shop Need  
The ACME FLOUR MILLS CO.  
Oklahoma City, Okla.

### "ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

### J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTs. SACKS

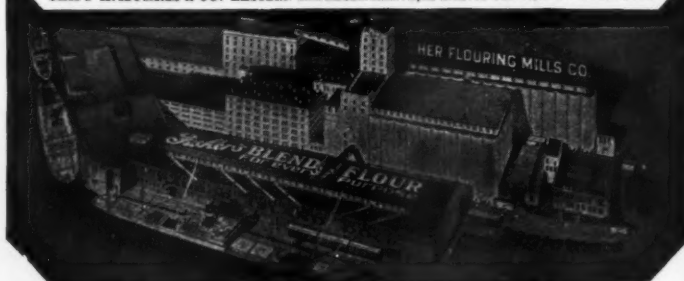
**Fisher's**

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, New York City



## 3 BAKER FLOURS



### A COMPLETE BULK FLOUR SERVICE FOR THE BAKING INDUSTRY

The Weber Flour Mills Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers the following complete bulk flour service.

- (1) Bulk rail cars are now available for the movement of Weber flours in shuttle service from the Weber mill to bakers.
- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective."

**THE WEBER FLOUR MILLS CO.**  
SALINA, KANSAS



# THE BAKE SHOP

## Trouble Shooter

### Prune Cakes

Will you please give me a prune cake formula? We would like a prune cake that is very light and fluffy, and we also need a good butter cream using the marshmallow for lightness that will stand up in Hawaiian climate. If the cocoa used in making chocolate cakes is "Dutched," how do you vary the soda and baking powder?—B. H., Honolulu.

Here is a formula that you may wish to try out. It should be kept in mind that any formula that is able to carry fruit cannot be too fluffy, otherwise the fruit will sink. The exception to this is angel food cake. Following also is a formula for making butter cream icing and also one for making marshmallow. Some bakers, in order to obtain a richer color in their icing, will add some egg yolks. The amount of marshmallow to add to the butter cream icing is dependent upon the lightness desired. If possible, the use of some high melting point type of fat replacing part of the shortening will enable the icing to stand up somewhat better. In regards to the use of Dutch cocoa in making chocolate cakes it generally is not necessary to make any changes in the soda and baking powder.

#### PRUNE CAKES

Mix together for 3 to 5 min. on medium speed:

- 2 lb. 4 oz. cake flour
- 2 lb. 4 oz. shortening (emulsifying type)

Then add and mix for 3 to 5 min.:

- 6 lb. 8 oz. granulated sugar
- 2 lb. 12 oz. cake flour
- 2½ oz. salt
- ½ oz. cinnamon
- ¼ oz. nutmeg
- 2 oz. soda
- 2½ oz. baking powder
- 5 lb. prunes (cooked and pitted)
- 2 lb. buttermilk

Mix together, add in two portions:

- 3 lb. 12 oz. whole eggs
- 2 lb. 8 oz. buttermilk

Mix this for about 3 min. more. Deposit 12 oz. in 7 in. layer cake pans and 15 oz. in 8 in. layer cake pans. Bake at about 375° F.

#### BUTTER CREAM ICING

- 2½ lb. shortening (emulsifying type)
- 1 oz. salt
- 10 oz. milk powder
- 1 lb. 12 oz. water
- 1 oz. vanilla
- 10 lb. powdered sugar

Place the shortening, salt and milk powder in machine bowl. Put the flavor in the water and then add this slowly to the shortening while it is being whipped. After the water is well incorporated, add the powdered sugar, which has been sifted. Continue to whip until the icing is light. Then it is ready for use. Keep icing covered with a damp cloth when not in use.

Note: The addition of a pound of flour to the formula will give a

smoother icing which will stand up better during the warm weather. The flour is whipped with the shortening at the start.

#### MARSHMALLOW

Dissolve:

- 2¼ oz. gelatine in
- 10 oz. cold water

Heat this to about 140° F.

Then add and beat, until stiff, on high speed:

- 12 oz. powdered sugar
- 1 lb. 10 oz. corn syrup
- 3 lb. 12 oz. invert syrup
- 10 oz. water

Then add:

- Vanilla to suit

#### Onion Rye Bread

Do you have a formula for onion rye bread? I have occasion to sell this type of bread and hope that you can help me out.—W.K., Ohio.

Here are two formulas for onion rye bread which will make a good quality product and which you may wish to try. The quantity of onion to use may be varied, depending upon the customer's taste.

#### ONION RYE BREAD

- 40 lb. clear flour
- 10 lb. dark rye flour
- 34 lb. water (variable)
- 1 lb. salt
- 1 lb. sugar (sucrose or dextrose)
- 1 lb. shortening
- 14 oz. yeast
- 3 oz. yeast food
- 1 lb. molasses
- 3 lb. dehydrated onions soaked in about 9 lb. of the above water for one hour.

Dough temperature 76 to 78° F. First punch about 1 hour 30 min.

Second punch 45 min. To the bench 15 min. Scale and round up. Allow to rest for about 15 min. and make up. Bake at about 410 to 420° F. Use plenty of steam in the oven.

Note: If desired a larger amount of onions may be used to suit the demand.

#### BERMUDA RYE BREAD

Prepare the following sour:

- 8 lb. water
- 1¼ oz. yeast
- 4 lb. dark rye flour

Temperature about 78° F. Let stand 18 to 20 hours.

For the sponge, mix together:

- The sour
- 35 lb. water (variable)
- 17 lb. dark rye flour
- 2 lb. yeast
- ½ to ¾ lb. fine ground onion.

Sponge temperature 76° F. Allow the sponge to drop. This will take about 2½ to 3 hours.

Then add:

- 17 lb. dark rye flour
- 2 lb. 4 oz. salt
- 35 lb. water (variable)
- 1 lb. 8 oz. shortening
- 12 oz. caraway seed (optional)
- 60 lb. clear flour
- 8 oz. malt

Mix this dough on slow speed. Dough temperature 80° F. To the divider or bench 10 min. later. Scale, round up and give about 15 min. intermediate proof. Then make up into loaves of desired shape. Use plenty of steam during the baking. Be sure to dock three or four times before placing it in the oven.

#### Chop Suey Cakes

I have had many requests from tourists as well as local customers for chop suey cakes. Bakeries used

to make them years ago. Could you give me all the information about them?—S. B. C. S., Mich.

Here is a formula for making chop suey cakes. This is a formula which has been used a number of years with good results. We found that after the chop suey rings have been washed and dried, that it is an excellent idea to place them on a regular doughnut frying screen and then dip the rings in the frying fat. They should then be allowed to drain and placed on a greased bun pan before the batter is deposited in them.

#### CHOP SUEY CAKES

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. shortening
- 1½ oz. salt
- 1½ oz. soda
- 1 oz. cinnamon
- ½ oz. nutmeg
- ½ oz. ginger

Add:

- 1 qt. molasses

Stir in:

- 1 lb. whole eggs

Then add:

- 3 lb. cake crumbs soaked in
- 5 lb. 8 oz. water

Sift together, add and mix in:

- 4 lb. cake flour
- 2 oz. baking powder

Then mix in:

- 1 lb. ground nuts
- 2 lb. seedless raisins

Deposit into well greased chop suey rings. Bake at about 360° F. When baked and cool, remove the rings and then run a strip of white icing down the center on top of each one.

## Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

**The American Baker, P.O. Box 67, Minneapolis 1, Minnesota**



# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

The editor of the British trade journal, *Milling*, writes that in the midst of what he calls an American "Wild West" story he has found a rare appreciation of bread, rendered for him especially significant when he looks at it against the background of what he considers to be an area and a way of life still akin to westward pioneering. "It appears," he writes, "that a girl had promised to join the cow hands on a big 'spread' and to bring them a surprise. It was white bread. 'I found some flour yesterday,' she told them, 'so I baked some white bread. I reckon you boys will enjoy that after corn bread.' The bread that nowadays some people reject as 'robbed' of its nutritious elements was described in the story as 'delicate and tasty.' The editor reaches this philosophical conclusion: "Since the present-day disclosure that any kind of bread in a reasonably balanced diet gives much the same results, we have not read so many criticisms of white bread as formerly."

## THE LEGEND OF THE LOAVES

—Another legend bites the dust! It seems, now, that King Alfred the Great of England did not burn the cakes, after all. And if anything was burned, by whomsoever did the burning, it wasn't cakes—it was loaves. The authority for this bit of historical debunking is Robert Birley, headmaster of England's Eton College.

The legend of the cakes (alias loaves) has nourished the minds and spirits of unnumbered generations of British moppets, but *Encyclopaedia Britannica* calls it "foolish." Mr. Birley goes farther and says it was filched from the biography of a saint, and in no way pertains to the life and times of Alfred.

The familiar tale, well known throughout the Anglo-Saxon world, is that Alfred the Great, king of the West Saxons, took refuge in a woodsman's cottage while hiding from the Danish invaders. That would have been toward the end of the ninth century. Unimpressed by majesty—even by majesty in distress—the woodsman's wife allegedly set the king to watch the cakes she was baking. Weary and distracted by the fortunes of war and the cares of state, Alfred nodded and the cakes burned.

Mr. Birley finds the story in a book on the life of St. Neot, but he discovers also that it was lifted from the life of another saint. Alfred was not involved in either case, and the burning cakes in these versions reveal themselves as loaves, presumably of bread.

Mr. Birley assists in the debunking of another legend—the morality anecdote of George Washington and the cherry tree. In this he follows the lead of American history debunkers who long ago agreed that the tale was spun from the imagination of Parson Weems, upon whose writings the minds and morals of young Americans were nourished in the early generations of this nation's life.

The cherry tree story appears first, apparently, in Weems' "A History of the Life and Death, Virtues and Exploits of General George Washington" (1800). Weems, Mason L., was the rector of Mount Vernon Parish, and thus must have been exposed personally to the Washington traditions of his time, but Mr. Birley says he admitted in a letter to a friend that he invented some of his Washington anecdotes for the sake of effect, and that the cherry tree story was one of them.

American historians began discounting the cherry tree episode many years ago. Lippincott's *Biographical Dictionary*, summarizes this attitude by stating, in relation to the Weems writings, that they are couched "in a lively, entertaining style, but are not to be relied upon as biographies or histories."

Mr. Birley calls the cakes and cherry tree anecdotes "pious frauds," the adjective inspired possibly by the morals they point out, or the purpose for which they were exploited, but more likely by the saintly lives associated with one and the clerical authorship of the other.

Joseph, the lad who was sold into bondage in Egypt, doubtless could be called the first elevator man. Archeological research and the imaginative projections and speculations of fiction writers and historians have disclosed much concerning his life and times, and his personal difficulties, but nothing concerning weevils. Yet doubtless he had 'em, and so, probably did Adam.

## THE WHEAT SEED

The wheat seed, wrought by a subtle chemistry,  
From heart to husk benign, matures replete

In savour and in nutriment to be,  
In all things needful to man's growth, complete—  
The very bone and sinew of his strength.

He may but marvel at the mystery  
That moves from seed to seed his wheatfield's length  
In purposeful though unseen energy  
From hidden germ to ripened golden head

Of grain.  
In proud and patient partnership  
He gives his toil and wins his loaf of bread,  
Won from mysterious powers the seeds enclose,

A largess that his golden field bestows.

—Maude Rene Princehouse

The early Egyptians crushed or pounded their grains between stones and with the aid of air currents (wind or fanning), and later on, with the aid of sieves, were able to remove a large part of the chaff and bran. They made from this refined product a relatively white bread which only the rich were privileged to eat.

The cultivation of rye and oats appears not to have been practiced until some considerable time after barley, wheat and millet were under cultivation.



R. J. Hug

**PROMOTION**—George L. Morrison, president and chairman of the board of General Baking Co., New York, has announced the appointment of Russell J. Hug, vice president, as executive vice president. Mr. Hug, a veteran of 23 years with General Baking, fills the post made vacant recently by the retirement of T. S. Olsen, who will continue as a consultant and member of the board of directors. Mr. Olsen began his career with General Baking 42 years ago. Mr. Hug was born in Canton, Ohio. His first position with General Baking was in the accounting department of the Canton plant office. He is a former controller of the company. General Baking Co. products are distributed in 30 states and the District of Columbia. The firm operates 41 bakeries and 54 sales branches.

## Doughnut Corporation Gives Scholarship Funds

**CHICAGO**—Funds for a scholarship for each of the two annual general courses in baking science and technology have been given the American Institute of Baking by the Doughnut Corporation of America. These will be available over a period of five years.

The first of the scholarships from this fund will be available for the January, 1956, class.

—BREAD IS THE STAFF OF LIFE—

## Aluminum Foil Company Formed in Nebraska

**NEBRASKA CITY, NEB.**—The Arbor Products Corp., Nebraska City, Neb., has been formed to specialize in the production of aluminum foil containers and packaging.

Officers of Arbor are Francis W. Cole, president; J. D. Mullen, vice president, and Karl Nelson, secretary-treasurer.

## PERSEVERANCE

**PARIS**—The French supreme court has finally closed out a 34-year-long suit which the daughter of a Rennes baker brought against her brother. When the baker died in 1921, he left his shop to his two children. The daughter charged she was cheated on her share of the stock of flour and yeast. She lost case after case, but kept appealing. The supreme court issued the final rejection of her claim. Sum of her suit: 100 francs, about 29¢.



**NEBRASKA OFFICERS**—Officers of the Nebraska Bakers Assn. took time following their election during the 42nd annual convention recently to pose for the above picture. From the left, seated: Edward Debus, Debus Baking Co., Hastings, outgoing president; John Dulacki, Ye Pastry Shoppe, Omaha, president; and R. G. Sehnert, Sehnert Bakery, Kearney, first vice president; standing, from the left: T. F. McNaughtin, Jr., T. F. McNaughtin Co., Omaha, treasurer; L. F. O'Kinski, Standard Brands, Inc., Omaha, secretary; and James Zeilenga, Interstate Bakeries Corp., Omaha, second vice president.



## Casein Use in Bread Called High Quality Protein Source

MINNEAPOLIS—A new method of bread fortification, making it suitable for reducing diets and for the special nutritional requirements of children and the aged, was reported to the American Chemical Society's 128th national meeting in Minneapolis recently.

The method, employing the milk protein called casein, produces a white bread which is a well rounded source of high quality protein, according to Fred C. Ward of the National Dairy Research Laboratories, Inc., Oakdale, N.Y.

Results of laboratory tests and trials in a commercial bakery indicate that a large part of the dry milk solids used in supplemented bread can be replaced with food-grade casein to match the quality of supplemented bread and at the same time avoid the serious baking problems now encountered with high levels of dry milk, the chemist said.

In the experiments the protein of white bread containing 3.3% casein and 3% non-fat dry milk solids was slightly superior to the protein of bread containing 12% of the milk solids, Mr. Ward said, adding:

"In rat feeding tests this superiority was evident in the ability of the protein to support growth, in the efficiency of food utilization, and in the gain in weight per ounce of protein consumed.

### Protein Quality Important

"The increasing emphasis on the need for reduced caloric intake to control body weight is pointing up the importance of protein quality as differentiated from protein quantity. A smaller amount of a high quality protein is needed for adequate nutrition than of a lower quality protein. A diet supplying a reduced caloric intake, may, unless careful attention is paid to the selection of foods, also result in a reduced protein intake. It is important therefore, that the protein consumed on such a diet be of sufficiently high quality to meet our nutritional needs.

"White bread is not commonly considered a protein food, yet if consumed at the level suggested by the Basic 7 nutritional education program would supply about one fifth of the recommended daily protein allowances. Unfortunately, the protein of white flour lacks certain essential amino acids. Hence white bread, unless supplemented to make up the shortage of these amino acids, will contain protein which, compared to the protein of meat, milk products and eggs, is of lower biological value.

"Milk protein has been shown to contain an abundance of the amino acids needed to supplement wheat protein and it has been common practice to add nonfat dry milk solids (35.6% milk protein) to white bread to improve its nutritional qualities. The Federal School Lunch Program recognizes such improvement by requiring that school lunch bread contain 12% nonfat dry milk solids.

"Some bakers have reported dough handling difficulties when making bread containing high levels of nonfat dry milk. A concentrated milk protein such as casein, used in conjunction with nonfat dry milk solids, appears to be an excellent protein supplement for bread and a way to avoid the baking difficulties resulting when excessively high levels of dry milk are used.

"The work covered in this report

was carried out to determine the practicability of using varying levels of food grade casein in 3% nonfat dry milk solids white bread and also to determine, through the use of rat feeding trials, the nutritive effect of such protein supplementation. The test breads were made according to a commercial type formula and procedure.

### Trial Results

"For the first series of feeding trials the bread contained 3% nonfat dry milk solids plus 0%, 1.1%, 2.2%, 3.3%, and 4.3% food grade casein. The ordinary casein of commerce is definitely not a grade suitable for food use. In our work we used Sheffene C, a product of Sheffield Chemical Co. and specially prepared in a form and quality suitable for use in food products.

"We found that each level of casein up to 3.3% produced a bread which was statistically superior in supporting weight gain, food utilization and protein efficiency to the lower casein levels."

Co-authors of the report were Anabel Beaty, Ella Eilertson and William Rowe, also of the National Dairy Research Laboratories.

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## Victor Chemical Works Announces Price Changes

NEW YORK—Price increases in a number of phosphate products were announced by Victor Chemical Works, Chicago, and Monsanto Chemical Co., St. Louis.

Monsanto advanced prices of several food grades of phosphoric acid and phosphates Oct. 1.

A Victor spokesman said that increases resulted from "substantially higher wage, power and raw material costs."



SCROLL—Emil Hilbert (left) owner of Hilbert's Bakery, Chicago, is given a scroll by Bernard Bowling, president of the Associated Retail Bakers of America, to commemorate his masterpiece—the 2,000-lb. decorated cake he made for the 40th anniversary of Miami Beach, Fla. The huge cake was presented to the city during the 1955 ARBA convention at Miami Beach. The scroll presentation, which compliments the decorator on his "skill and artistry," was made during the recent meeting in Chicago to lay plans for the 1956 ARBA convention and exhibition, April 8-11, in Chicago. Mr. Hilbert will serve as chairman of the baked goods display committee at the 1956 convention. Mr. Bowling also presented a complimentary scroll to Fred A. Grimmig, general chairman at the ARBA Miami Beach convention.

## Doughnut Corp. Buys Chapman & Smith, Bakery Supplier

NEW YORK—David M. Levitt, president of the Doughnut Corporation of America, has announced a major step in a program of diversification and expansion by acquiring a controlling interest in the Chapman & Smith Co., Chicago, Ill., manufacturer of food products for bakers since 1878.

Chapman & Smith will continue to have its headquarters and manufacturing activities in its plant at Melrose Park, Ill. There will be no changes in its method of operation or personnel. Paul Chapman, son of the founder, who has been chairman of the board, will continue to be identified with the enterprise as board chairman and director. Other directors are David M. Levitt, Earl Morse, D. Herbert Beskind and John A. Kluetsch.

John A. Kluetsch, who has been associated with Chapman & Smith since 1935 and has served as its president, remains in that capacity and will be the chief executive officer of the company. Other executives are: Walter H. Rose, vice president in charge of sales; Walter J. Wirth, vice president in charge of production, and Carl B. Myers, Jr., treasurer. Wolfgang Tikin is the corporate secretary.

Mr. Levitt termed the acquisition a "logical expansion" of DCA services to the baking industry, affording the larger firm additional products and an opportunity to make its facilities available to the smaller baking companies.

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## Iowa Bakers Assn. Sets Convention Date

FORT DODGE, IOWA—The Iowa Bakers Assn. held its annual fall meeting Oct. 12, beginning at noon, at the Hotel Wakhonsa, Fort Dodge, Iowa, announces Walter Dolch, Morning Glory Pastry Shoppe, Maquoketa, Iowa, president and secretary of the association.

A program for both retailers and wholesalers was held, according to Mr. Dolch.

The 1956 Iowa Bakers Assn. convention will be at the Hotel Savery, Des Moines, May 15-16.

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## Virginia Council Sets 1956 Dates

RICHMOND, VA. — The tentative dates for the 1956 fall meeting of the Virginia Bakers Council, Inc., have been announced by Harold K. Wilder, executive secretary.

Natural Bridge, Va., will be the site, Sept. 16-18. Mr. Wilder said additional details will be announced later.

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## Wisconsin Bakers Set 1956 Convention Date

MILWAUKEE—The 1956 convention of the Wisconsin Bakers Assn., Inc., will be Sept. 9-11 at the Pfister Hotel, Milwaukee, it has been announced by Fred H. Laufenburg, executive secretary of the group.

It has been decided to repeat the "open-to-the public" bakery products exhibit which proved so successful this year, officials said.



George S. Pillsbury

## George Pillsbury Named PMI Vice President

MINNEAPOLIS — Paul S. Gerot, president of Pillsbury Mills, Inc., has announced the election of George S. Pillsbury to the office of vice president. Since 1951, Mr. Pillsbury has been responsible for the leadership of the bakery and institutional division.

Born in Minneapolis, Mr. Pillsbury graduated from Yale University. He entered the Pillsbury executive training program in 1946 and after one and a half years working in all areas of the company throughout the country, he entered export sales in the New York overseas division office and in 1948 was named head of that division. In the course of his duties he visited several foreign countries to make the acquaintance of many of the Pillsbury importer connections. In 1951, he returned to Minneapolis to head the bakery division which was subsequently expanded to include the institutional division.

Mr. Pillsbury, a grandson of the original founder of the company, Charles A. Pillsbury, is son of the honorary chairman of the board, John S. Pillsbury, and a cousin of Philip W. Pillsbury, chairman of the board.

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## Wisconsin Production Men Meet at Appleton

APPLETON—The Wisconsin Bakers' Production Club held its first meeting of the current season at the Elks Club, Appleton, Wis., recently. Art Poppe, superintendent of Merchants Wholesale Bakery, Marquette, Mich., presided.

Various bakery problems discussed included the following: "Length of proofer run, size of rollers on moulders, Brown 'n Serve rolls and mixing problems and mixing time."

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## Named Bank Directors

MINNEAPOLIS—Charles H. Bell, president of General Mills, Inc., and Paul S. Gerot, president of Pillsbury Mills, Inc., have been elected to the board of directors of the Northwestern National Bank of Minneapolis.

The announcement of their election was made this week by J. F. Ringland, bank president, who said, "We are pleased to add to our board of directors these two men who are providing leadership to two of the outstanding firms in our community."



## BAKERIES USE TELEVISION

(Continued from page 20)

Space Ranger on WJAR-TV Providence. As a test, it ran a single 45-second announcement that viewers could get Space Ranger buttons, merely by asking the Harvest deliveryman for them. Four days later, the requests had totalled 50,000. Its agency, Hoag and Provandie, Boston, has reported that bread sales, incidentally, "are up and still going up."

Kitchens of Sara Lee, Inc., Chicago, has grown in four years from a single shop to a \$4-million operation and specializes in three products, cheese, coffee and pound cakes, all quality priced. A large part of the company's growth stems from expert marketing—like selling frozen coffee cake, which has made expansion even to Texas feasible. But some of the credit also goes to television which is helping Sara Lee boost last year's quarter-million-dollar advertising budget by another \$100,000 this year.

Besides extensive use of spot, Sara Lee has also backed a children's program for the past two years, recently tried special-events coverage with The Chicago Daily News Relays, telecast on 14 ABC-TV stations from Denver to Bridgeport. The moral lies in Sara Lee's past: Such a hookup couldn't have been considered two years ago simply because the company hadn't marketed beyond the Chicago area.

### Mead's Regular User

Mead's Bakeries, Inc., owns and operates wholesale outlets in Abilene, Amarillo, Big Springs, El Paso, San Angelo and Wichita Falls, Texas; Ada, Lawton and Oklahoma City, Okla., and Albuquerque, N.M. Mead's not only employs TV regularly in all its markets, but has been doing so ever since local stations have been on the air—with one exception (Oklahoma City, where Mead's has only recently acquired its plant).

Varying its television by markets and special campaigns, the bakery depends mostly on 10-second ID's and 20-second and 1-minute spots. It also has a 5-minute weathercast in two markets, an afternoon children's program in another and a 30-minute show in a fourth, spending an estimated 50% of its advertising budget on video.

What have the sales results been? Says E. P. Mead, president, "We consider television to be an ideal medium for advertising our products and heartily recommend other bakers who are not now using this medium to do so."

Even though the money bakers spend, as a group, rates them only 23rd among buyers of local television they are consistent sponsors. Says one account executive, "If bakers don't match beer advertisers dollar for dollar, at least they are steady users of the medium . . . and they're not going to drop TV for something else."

As the pattern emerges, it is clear that many still retain radio for daytime—to sell the housewife directly without keeping her from her work. But come late afternoon and evening, they buy TV. And then, interestingly, they frequently sell the housewife indirectly by putting their message over with her kiddies.

### Children Like Commercials

Selling to children, according to recent NBC research, is not an idle project. A survey, conducted for the network last January by Advertest

Research in the Metropolitan New York area, has corroborated seven interesting points:

Children frequently give as much attention to commercials as to the programs, themselves. They not only like commercials, but also remember them well enough to repeat them. In the survey group, nine out of 10 mothers had been asked by their offspring to buy a TV-advertised product (which resulted in purchase almost 90% of the time). And 60% of the mothers have switched to another brand—in addition to their regular one—to satisfy their children. Further, children are taken shopping with their mothers and can reinforce their requests in the store. Some 75% of the children were reported as having "favorite brands." And, notably, when the kiddies asked for a favorite, some 51% of them asked for a specific brand of bread.

These things have meaning for the individual baker. Contrary to popular belief, he operates on a narrow profit margin—between 2 and 3% of his gross. While the industry's volume is at an historic high, that total is divided among an also-new high of diversified products. Both wholesalers and retailers have also been pressed by the introduction of cake and cookie mixes, meat and other frozen pies put out by competing food processors. Further, a large portion of the public believes that "white bread is not nutritious." (False—by Federal law, all bread must be enriched so that nutrients lost in the milling of flour are returned chemically.) And, to top it all off, the diet-conscious public usually starts to lose weight by cutting out bread. (Bakers are attempting to combat this problem, too.)

The end of the story is that bread is as important an all-purpose food as milk. And bakers, who are "as aggressive promotionally as anybody," are going to stick with television to help consumers remember it.

—BREAD IS THE STAFF OF LIFE—

## Food Radiation Volumes Ready

CHICAGO—A four-volume survey of available scientific literature on use of atomic radiation to sterilize foods has been prepared by the Quartermaster Food and Container Institute for the Armed Forces. The complete set may be obtained from the Office of Technical Services, U.S. Department of Commerce, Washington, for \$24.

The first volume is a review of research in the fields of proteins, carbohydrates, meats, vitamins and enzymes.

A detailed bibliography of all available material in the field makes up the second and third volumes, costing \$6.75 and \$8, respectively. The volumes contain 4,537 references.

The fourth volume, priced at \$7.25, is a subject index for the bibliography.

The Food and Container Institute prepared the survey to aid scientists in developing better food and packaging techniques for the Armed Forces. So rapidly has the literature on the effects of ionizing radiation increased that it has become almost an impossibility for any one investigator to keep abreast of new discoveries, developments and future possibilities and applications within this important field, the institute said.



**HOLIDAY SCENE**—Christmas tree cookies are the Burry Biscuit Corporation's contribution to the holiday scene. Shortbread, covered with multi-nonpareils, and cut in the shapes of old-world Dutch Christmas tree ornaments. They are packed for gift-giving.

## Pfizer Joins in Plan to Build Atomic Reactor

NEW YORK—Chas. Pfizer & Co., Inc., has joined seven other corporations in a plan to build an atomic reactor for research use, Dr. John E. McKeen, president of the Brooklyn drug and chemical firm, announced recently.

To be called the Industrial Reactor Laboratories, the facility will be located on a 250-acre tract within 50 miles of New York City. Options have already been taken on two sites in New York and New Jersey.

The reactor will be constructed by AMF Atomics, Inc., a subsidiary of the American Machine & Foundry Co. It will be the first in the world to be owned and operated by private companies for research in the use of nuclear energy in industry and medicine. Cost is estimated between \$1,500,000 and \$2,000,000.

Participating in the formulation of the plans, besides Pfizer and AMF Atomics, Inc., are the American Tobacco Co., Continental Can Co., Corning Glass Works, International Nickel Co., Socony Mobil Oil Co. and U.S. Rubber Co.

Construction is scheduled to begin in early fall. The facility is expected to be ready for use a year later. Final selection of the site is subject to clearance by the Atomic Energy Commission, from which the reactor's fissionable fuel will be obtained on a lease basis.

Pfizer, Dr. McKeen noted, began radiological research several years ago at the Pfizer Therapeutic Institute, Maywood, N.J. Participation in the industrial reactor group, he said, will enable Pfizer to broaden its atomic radiation program and to direct its efforts not only at pharmaceutical and medical research but into the fields of agriculture, nutrition and fermentation chemistry as well.

As part of its output, Dr. McKeen said, the reactor will furnish short-lived radioactive isotopes for use in tracing the action of drugs in the body. These rare isotopes have a lifespan of only a few days, he explained, and normally are not readily available for medical research.

The reactor, Dr. McKeen reported, will also make possible the study of radiation as a method of sterilizing drugs and preserving foods.

## FORMULAS

(Continued from page 19)

ing a temperature of about 225 to 250° F.

**Note:** This charm confection may be covered with nonpareil if desired instead of colored sugar. They may also be decorated with pieces of red or green glaze cherries.

### ANISE DROPS

**Beat together until light:**

3 lb. granulated sugar  
2 lb. 8 oz. whole eggs  
½ oz. salt

**Sift together and fold in carefully:**

3 lb. cake flour  
1½ oz. ground anise seed

With a canvas bag and plain round tube, drop out on lightly greased and dusted pans, about the size of a half dollar. Allow to stand overnight in a warm dry place and then bake at about 325° F.

### SPRINGERLE

**Beat together until light:**

2 lb. powdered sugar  
1 lb. whole eggs  
½ oz. salt

**Add:**

½ oz. ground anise seed  
½ oz. ammonia

**Sift and mix in until smooth:**

2 lb. 8 oz. cake flour

Roll the dough out on a flour dusted canvas to about ¼ in. thickness. Then take a regular springerle rolling pin and roll this lightly over the dough. Take a sharp knife or pastry wheel and cut into squares. Place the springerle on lightly greased and dusted pans. Allow to dry overnight and then bake at about 360° F.

### CRANBERRY PIE FILLING

**Bring to a good boil:**

10 lb. cranberries  
10 lb. granulated sugar  
2 lb. corn syrup  
6 lb. water  
¼ oz. cinnamon  
1 oz. salt

**Then add and cook until clear:**

12 oz. corn starch  
4 lb. water

Allow to cool before using.

### PUMPKIN CHIFFON PIES

**Bring to a good boil:**

4 lb. 8 oz. whole milk  
2 lb. 8 oz. brown sugar  
1 No. 10 can pumpkin

**Mix together:**

12 oz. cornstarch  
12 oz. granulated sugar  
½ oz. cinnamon  
½ oz. ginger  
½ oz. allspice  
1 oz. salt

**Stir in:**

1 lb. 12 oz. whole eggs

When the pumpkin starts to boil, add the starch mixture and stir until thick. Remove from the fire and pour it gradually into the following meringue, stirring constantly. Beat light.

2 lb. egg whites  
2 lb. granulated sugar  
A pinch of salt  
A pinch of cream of tartar

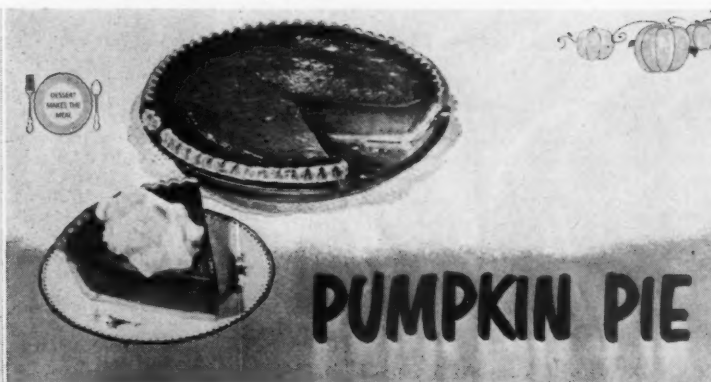
After the cooked pumpkin has been stirred into the meringue, fill into prebaked shells. When cool, cover with whipped cream or meringue.

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### NAMED BUYER

CINCINNATI—Bert H. Hambleton was recently named buyer of bakery products for the Kroger Co. Mr. Hambleton was formerly buyer of health and beauty aids in the grocery merchandising division of Kroger's general office here.

## Bakery Merchandising



**POINT-OF-SALE STREAMERS**—Four color point-of-sale material being used in the third annual Dessert Festival sponsored by the Bakers of America Program.

erica Program is shown above. The festival, now in progress, continues through Dec. 24. The theme is "to save time and energy buy 'em baked."

## 3rd Annual Dessert Festival Stresses "Dessert With Meals"

A tremendous emphasis on the fact that "Dessert Makes the Meal Complete" will be made during the third annual Dessert Festival of the Bakers of America Program.

Plans have been made for a nationwide drive to up sales of all baker sweet foods even before demand becomes heavy for the traditional holiday desserts such as mince pie and fruit cake.

The theme—"to save time and energy buy 'em baked"—will be stressed constantly throughout the campaign, which opened in mid-October and continues to Christmas time.

Posters and other point-of-sale material with tempting four-color pictures of pies, cakes, doughnuts, cupcakes and other baker desserts have been prepared for distribution to grocery stores and supermarkets by subscribers to the Bakers of America Program. In addition, the Program staff and the Consumer Service staff of the American Institute of Baking will supply feature stories, photographs and special articles on desserts to food page editors of news-

papers and directors of radio and television women's programs.

According to early indications, bakers will have the support of allied food industries in this dessert drive even more than in previous years. Featuring pie, cake and doughnut alomade, for example, or pie and cheese, will bring the support of dairy interests. Fresh, canned or frozen fruits and many other sweet foods which complement bakers desserts will be pictured and described in food page articles.

"There is literally no end to the kinds and combinations of baker desserts which the homemaker can prepare and serve in no time at all," E. E. Kelley, Jr., president of the American Bakers Assn., said in commenting on the campaign:

"What we have to do is: (1) convince the homemaker that 'dessert (does) make the meal complete'; (2) prove to her that baker desserts are as good if not better than come out of her own oven, and (3) point out to her the ease and comfort of buying rather than baking.

"If we accomplish this, not only will the Dessert Festival itself be a success, but we will be building a greater consumer acceptance of all baked sweet foods on a permanent basis.

"Thus, the Festival provides every baker interested in the dessert market with a special opportunity to capitalize on a national promotion by calling attention to his products. It is up to the individual baker, however, to tie-in wholeheartedly with the promotion if he expects to build his own dessert sales.

"The same thing holds true of the grocer. In baker desserts he has a product containing a three-fold appeal to homemakers. By tying-in with dessert promotion he, too, can build up a demand for baker desserts that will last the year around."

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### CALIFORNIA CAMPAIGN

The Homekraft Baking Co., Ltd., Oakland, Cal., plans a major advertising campaign to be carried on throughout northern California and has appointed Rollen Waterson Associates of San Francisco to develop and direct the campaign. James C. Resor will be the account executive for the advertising agency.



**FOIL WRAPPER**—Grocers Baking Co., Louisville, has introduced bread wrapped in aluminum foil. The loaf is somewhat larger than the conventional loaf and the foil ends are heat sealed.

## General Baking Co. Promotion Pushes Bread Sales Ahead

The success of General Baking Company's promotion of its Grossinger's rye bread was reported recently in Television Age magazine.

The article stated that General Baking Co. contracted for a schedule on WCBS-TV, New York, to promote its Grossinger's rye bread. At the same time it set up sales quotas for 13 and 26 weeks. Each week's schedule on WCBS-TV calls for three one-minute participations in the George Skinner Show (9-10 a.m., Mon.-Fri.), one one-minute participation in a Sunday movie (1-2:30 p.m.), one one-minute announcement between the Late and the Late-Late Show and seven 20-second station breaks.

At the end of three weeks the 13-week sales quota had been reached, the article stated. By the eleventh week the 26-week quota had been passed. At the end of 26 weeks sales of Grossinger's rye bread were two and a half times what they had been when the schedule started. The product is now in second place in bread sales in the New York market and still pushing ahead, it is claimed.

## Foil-Wrapped Bread Introduced By Grocers Baking Co.

LOUISVILLE — Grocers Baking Co., Louisville, with the cooperation of the Reynolds Metals Co., has designed an aluminum foil wrapper for its bread and is now marketing the foil-wrapped bread.

Reynolds spokesmen said the foil wrapper keeps bread edible for 12 days after baking. The price of the foil-wrapped bread is slightly higher than bread with the regular wrap. The number of slices, however, has been increased, Kennett Hikes, president of Grocers Baking Co. said.

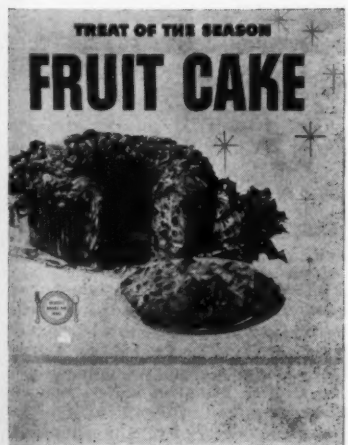
Mr. Hikes said he feels that the housewife will be able to buy enough foil-wrapped bread to last through the week. The foil, about half the thickness of the standard household foil, is heat sealed on the ends. The foil can be re-used for wrapping food for cold storage but not for cooking, Mr. Hikes said.

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## New Look on Trucks

National Biscuit Co. is redesigning advertising appearing on its nationwide fleet of 1,800 trucks.

The new design will feature attractive decals of leading varieties on the two side panels of each truck.



**TREAT**—One of the four color, point-of-sale posters being used in the third Dessert Festival sponsored by the Bakers of America Program which runs through Dec. 24 is shown here. The nationwide promotion is an effort to spur consumer purchases of baked foods and have them accepted as regular desserts for meals.





**LOAF ON WHEELS**—A unique Volkswagon—painted to resemble a wrapped loaf of bread, is used by the Centralia (Ill.) Baking Co. to advertise its "Mother's Home Style Bread," which is packaged in American Viscose Corp. cellophane. The station wagon, purchased in Austria by Bob Virobik, advertising manager of the bakery, has a public address system to tell shoppers all about Centralia's "specials." In addition, the vehicle serves as a huge point-of-sale merchandising aid when parked right outside a store. The wagon can carry 800 loaves of bread, inside and on a rack attached to the roof. It has seats inside which can be folded down out of the way when not in use.

### Whipping Agents to Be Topic at AACC Meeting

CHICAGO—Under the leadership of chairman James W. Evans, American Maize Products Co.; vice-chairman William B. Bradley, American Institute of Baking; and secretary-treasurer Charles S. McWilliams, Quartermaster Food and Container Institute, the Midwest Section of the American Association of Cereal Chemists held its first meeting of the season here.

Dr. Thomas J. Schock, Corn Products Refining Co., gave a talk on the latest developments in the starch industry to a large attendance of members and guests.

On Nov. 7, Dr. J. Kenneth Gunther, Gunther Products, Inc., will address the Midwest Section on "Types and Uses of Whipping Agents in the Food Industry" at the Builders Club, 228 North LaSalle St., Chicago.

### St. Louis Group Hears Talk on Bread Flavor

ST. LOUIS—The Greater St. Louis Production Club had its October meeting at the Town Hall Restaurant in St. Louis. The guest speaker was Dr. C. W. Brabender, research advisor for Pillsbury Mills, Inc. He talked on "Flavor of Bread and Proper Handling of Flours."

### Northwest Production Club to Meet Nov. 8

MINNEAPOLIS—George Carlin, associate director of research, Swift & Co., Chicago, will speak on "Frozen Baked Foods" at the Nov. 8 meeting of the Northwestern Production Men's Club at the Hasty Tasty Cafe, Minneapolis. Mr. Carlin is in charge of frozen food research at Swift's research bakery division.

### SANDWICH MONTH SETS RECORD

CHICAGO—National Sandwich Month, 1955, broke all records for authenticated food store support, according to the Wheat Flour Institute, coordinator of National Sandwich Month. Based solely on the purchase of merchandising materials or the use of newspaper advertising space, 16,640 stores participated in the August drive. Tally of additional tie-ins might easily double this figure, according to authorities in the food promotion business.

### Dunwoody Institute Board Elects Officers

MINNEAPOLIS—At the annual meeting of the board of trustees of Dunwoody Industrial Institute, which conducts the Dunwoody School of Baking and other industrial schools, Russell H. Bennett was elected president.

Other officers named for the Minneapolis institute were: George C. Crosby and Henry S. Kingman, vice presidents; Harold O. Hunt, secretary; Joseph R. Kingman, Jr., treasurer, and John A. Butler, assistant secretary and assistant treasurer. Mr. Crosby is new on the list of officers.

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### Chicago Bakers Club Dinner Set for Nov. 12

CHICAGO—The Bakers Club of Chicago will honor its past presidents with the past presidents' dinner dance which will take place Nov. 12.

A cocktail hour will begin at 6:30 p.m. in the Bakers Club quarters and open house will be held for the wives and friends. At 7:30 p.m. the dinner will be served in the Louis XVI room in the Sherman Hotel.

Phil Levant, the orchestra leader, will be master of ceremonies and after a stage show the Levant orchestra will play for dancing.

Tables for eight will be assigned and reserved with dress attire to be optional. The dinner dance will be an event for members, their wives and guests.

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### Kellogg Co. Enters Baking Industry

BATTLE CREEK, MICH.—The Kellogg Co., Battle Creek, Mich., is franchising bakeries across the nation to make a type of bread which it has developed.

Chiefly a cereal manufacturer, the Kellogg Co. is entering the baking field for the first time.

The Kellogg home economics testing kitchen developed the new loaf, described as "neither white nor dark" but a bran bread fortified with vitamin D and minerals. The company said bakery firms in 75 cities have licenses to bake the bread according to a formula supplied and supervised by Kellogg.

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### C. T. HATCH, JR., RETIRES

ALBION, MICH.—W. Clark Dean, president of Union Steel Products Co., Albion, Mich., has announced the retirement of C. Thatcher Hatch, Jr., vice president and director of research and development, following 38 years of continuous service to his firm.



**PROMOTION**—Adoption of a new bread wrapper by the Fisher Baking Co., Salt Lake City, was the highlight of a breakfast meeting served to the Fisher sales staff and their wives recently. Don Fisher, president of the company, and John Tindall of the Waxed Paper Merchandising Council are shown holding a giant version of a loaf in its new wrapper.

### Illinois Production Men to See Safety Film

PEORIA, ILL.—A safety film produced by Interstate Bakeries Corp., will highlight the Nov. 21 meeting of the Central Illinois Bakery Production Club. The meeting will be at the Pere Marquette Hotel, Peoria.

No meeting of the club is scheduled for December. The annual dinner dance will be held Jan. 28 at Pere Marquette Hotel.

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### STANDARD BRANDS NET UP

NEW YORK—Net profit of Standard Brands, Inc., and subsidiaries operating in the U.S. and Canada for the third quarter of 1955 amounted to \$2,223,679, Joel S. Mitchell, president, announced. Net profit for the same quarter of 1954 was \$2,194,571. Net sales totaled \$103,883,186 for the third quarter of 1955.



**OVERSEAS**—The above shipment of representative American baked goods is the first concrete action of "hands across the sea" between the American Society of Bakery Engineers and the English group of bakers and allied members affiliated with the American society. The shipment, which left via British Overseas Airways Corp. plane for London, was arranged by the committee pictured above (from the left): Arthur G. Hackett, Drake Bakeries, Brooklyn; Fred Weberpals, Bohack's Bakery, Brooklyn; T. R. Stevens, American Machine & Foundry Co., and Jerry Exter, Standard Brands, Inc., New York.



**COMMANDER-LARABEE PROMOTES BREAD**—The largest painted wall sign in Kansas City is now busy selling bakers' bread. Towering 10 stories into the North Kansas City skyline, the 90 ft. high, 60 ft. wide sign is colorfully painted on the west wall of Commander-Larabee's new bulk flour storage plant, adjacent to its flour mill. It is estimated that over 300,000 bread prospects will see this huge bread sign each day. The sign faces the north side approach to the new Paseo toll bridge feeding many highways, also a new highway cloverleaf. The sign is visible for a great distance and is easily read from planes circling the Kansas City airport. Commander-Larabee is a division of Archer-Daniels-Midland Co.



## Nov. 13-15 Program For New England Bakers Outlined

BOSTON—Program details for the annual meeting of the New England Bakers Assn. at the Hotel Statler, Boston, on Nov. 13-15, have been announced by Frank Mack, Mack Baking Co., Bangor, Maine, general chairman of the convention committee and NEBA vice president.

A full discussion of today's distribution problems together with a program of sales aids to all segments of the industry, a highly qualified speaker to discuss in detail bulk flour handling as it applies to bakers of all sizes and many other recognized authorities on topics of importance to the baking industry are slated for appearance on the program.

Robert M. Howard, chief engineer of International Milling Co., will discuss the new and important phases of bulk flour handling.

William J. Bird, managing director of the Greater Boston Chamber of Commerce, will present an inspirational talk at the convention.

"Today's Business Outlook" will be the topic discussed by George M. Rideout, vice president of Babson's Reports, Inc. Mrs. Elmer L. MacKenzie, sales analyst of MacKenzie's Dairy, Keene, N.H., will outline sales methods, using a provocative "do" or "don't" plan.

A new cooperative program of dynamic point of sales merchandising activity will be presented by qualified retail bakers who have had actual experience in this line. A bread display will bring to New England bakers an opportunity to compare their local product with breads from all over the U.S.

The schedule of events includes the board of governors' meeting at 4 p.m. Nov. 13 and the retail bakers' session at 7:30 p.m. Nov. 13. The latter program will be sponsored by the Master Bakers Association of Greater Boston.

The Nov. 14 program: Breakfast session, 9 a.m., sponsored by the Allied Trades Division of the NEBA; luncheon session, 12:30 p.m., sponsored by the bakers' educational group of New England; reception and cocktail party, 6:30 p.m.; banquet and entertainment, 7:30 p.m.

The Nov. 15 program will include a morning business session at 10 a.m. and the general luncheon session at 12:30 p.m.

Assisting Mr. Mack on the convention committee are program chairman, E. C. Johnson, H. A. Johnson Co.; publicity chairman, Herbert J. Schinkel, Standard Brands, Inc.; retail chairman, William J. Meade, National Yeast Corp.; educational group chairman, Elmer Trautman, Hathaway Bakeries, Inc., and Joseph E. Boyle, Boyle & Co.; allied trades chairman, George L. Clark, F. W. Stock & Sons; and entertainment chairman, James M. McGrath, E. M. Noel Co.

### Raymond E. Leone Dies

BROOKLYN—Raymond E. Leone, vice president of the Malt Diastase Co., Brooklyn bakery supply firm, died of a heart ailment while at work at the company's plant. He was 40 years old.

Surviving are his widow, a son, a daughter; his parents, two brothers and a sister.

### P. F. Kiefer, Manager For Fleischmann, Dies

ATLANTIC CITY, N.J.—Paul F. Kiefer, Passaic, N.J., branch manager for the Fleischmann Division of Standard Brands, Inc., died of bulbar polio in the Atlantic City Hospital Oct. 4. Stricken while enroute to the baking industry exposition in Atlantic City, Mr. Kiefer died four days later. He was 37.

Mr. Kiefer was well known to bakery and restaurant operators in both the Midwest and the East, since he had joined Standard Brands, in 1946, as a hotel and restaurant representative for the Cook County, Chicago area. In 1948 he became sales manager for the Duluth, Minn., area and in 1953, after serving as a staff assistant in the New York home office, was made assistant area manager for the Passaic area.

In 1954, upon the retirement of James J. Byrne, he became manager of the Passaic branch, covering all northern New Jersey and part of southern New York. He made his home at Glen Rock, N.J., and was active in the affairs of the New Jersey Bakers Board of Trade and the New Jersey Restaurant Assn.

A one time football star at Northwestern University, Mr. Kiefer served in the U.S. Navy during World War II. He is survived by his wife, Evelyn; a son, Paul Thomas, 8; two daughters, Kristine, 5 and Lauren, 3 months, and his mother and father. Burial was in Hammond, Ind.

### Don Elliott, Bakery Executive, Dies at 59

CHICAGO—Don W. Elliott, executive vice president of American Bakeries Co., died in Wesley Memorial Hospital, Chicago, Oct. 27, as a result of a heart attack. He was 59 years old.

Mr. Elliott had been with the bakery organization for 35 years, serving in various capacities. He was a member of the board of governors of the American Bakers Assn. and the program planning committee for the Bakers of America Program.

He is survived by his widow, Mrs. Ann Elliott, a son, Ted W. Elliott, and one grandson. Ted Elliott is assistant advertising director of American Bakeries.

## 100,000 Tons To Sugar Quota

WASHINGTON—The U.S. Department of Agriculture has announced an increase of 100,000 tons in the total sugar quotas for the continental U.S. for 1955. With this increase, effective Oct. 8, the 1955 quotas total 8,400,000 short tons, raw value. The action increases the quotas for Cuba and the "full-duty" countries by 96,000 and 4,000 tons, respectively.

"Although sugar consumption for 1955 was estimated at 8,500,000 short tons, raw value, on December 21, 1954, total sugar quotas were established at 8,200,000 tons. The difference of 300,000 tons represented an allowance for constructive deliveries in 1954 for consumption in 1955, for possible error in the estimate, and for stabilizing prices," the USDA announced. "In recognition of accelerated distribution which occurred about mid-year, total quotas were increased by 100,000 tons to 8,300,000 tons on July 27, 1955. Since that time distribution has continued to run well ahead of the rate for the preceding year and the total distribution is now approximately 250,000 tons greater than for the comparable period of 1954."

### Mrs. George Ebinger Dies

BROOKLYN—Mrs. George D. Ebinger, wife of George D. Ebinger, vice president of the Ebinger Baking Co., Brooklyn, died recently. She was 70 years old.

Surviving, besides her husband, are a daughter, two brothers and a sister.

### PHIL S. TAYLOR DIES

TALLAHASSEE, FLA.—Phil S. Taylor, head of the inspection division, Bureau of Weights and Measures of the Florida Agricultural Department, Tallahassee, Fla., since 1924, died recently. He was 68 years old.

### CALIFORNIA CAMPAIGN

LOS ANGELES—Interstate Bakeries, Inc., has started a saturation spot radio campaign on Los Angeles radio station KMPC to advertise Roman Meal bread.

### FLOOD DAMAGE

NORWALK, CONN.—The recent floods caused considerable damage to some Connecticut bakeries but generally they were able to continue operations and prevent any shortage of bread, according to Charles Barr, secretary of the Connecticut Bakers Assn. Some retail bake shops in Norwalk, Stamford and Danbury were flooded. Both plants of Pepperidge Farms, Inc., at Norwalk were closed for two days because of power failure. No other damage was done. The Well-Made New York Bakery in Norwalk sustained considerable damage to its plant and equipment.

### Joe Lowe Corp. Buys Rahway, N.J., Facilities

RAHWAY, N.J.—The Joe Lowe Corp., New York, has purchased Sterling Drug Company's former "Dr. Lyons Toothpowder" plant here on Elizabeth Ave.

The property includes a four-story building, containing 165,000 sq. ft. of space, on a tract of eight acres. The plant was built 16 years ago by Sterling.

Facilities available are an eight-car siding of the Pennsylvania Railroad, truck-loading docks, a cafeteria and laboratories.

### New York Bakers Plan Joint Banquet Nov. 6

NEW YORK—A joint banquet of the Queens Master Bakers and the Merchant Bakers Assn. of Brooklyn and Queens is planned for the evening of Nov. 6, at the Hotel Statler here.

Dinner will be at 8 p.m., preceded by a cocktail hour starting at 6:30 p.m. Two orchestras will be featured for continuous dancing. Dress will be optional.

### KROGER EARNINGS DOWN

CINCINNATI—The Kroger Co. had net income for the 16-week third quarter which ended Oct. 8 of \$3,696,466, Joseph B. Hall, president, announced. That was equal to 98¢ a share, compared with \$1.10 in the corresponding quarter last year.



ABA CONVENTION—Looking over attractions of the American Bakers Assn. convention and Baking Industry Exposition at Atlantic City, N.J., were thousands of bakers and allied tradesmen from across the nation, including Clarence Horst (left) and Graham McGuire (second from left), Lakeland Bakeries, St. Cloud, Minn.

Industry leaders who participated in the ABA programs included the following: Harry R. Vernon (center), Swift & Co., Chicago; George N. Graf, Quality Bakers of America Cooperative (second from right), and Theodore J. Montague, Jr., Drake Bakeries, Inc., Brooklyn, all participants of the wholesale cake branch session.

## American Bakeries 40-Week Earnings Reach \$2.30 Share

CHICAGO — The American Bakeries Co. has reported consolidated net income, after federal taxes on income, for the 40 weeks ended Oct. 8, 1955, of \$3,876,893, or \$2.30 per share on 1,596,205 shares of common stock presently outstanding. For the like period of 1954, consolidated net income was \$3,031,821, equivalent to \$1.77 per share on 1,596,193 shares of common stock.

For the 12 weeks ended Oct. 8, 1955, consolidated net income was \$1,172,661, equivalent to 69¢ per share on common stock outstanding. This compares to a net of \$1,028,139 for the corresponding 12 weeks of 1954.

Before provision for federal taxes

**Super Chief**  
High Protein Flour  
**GREEN'S MILLING CO.**  
Morris, Minn.

BROKERS & DISTRIBUTORS  
WANTED FOR  
NAPPANEE QUALITY  
**CORN MEAL**  
NAPPANEE MILLING CO.  
NAPPANEE, IND.

**SPRING WHEAT FLOURS**  
**RED WING SPECIAL**  
**BIXOTA**  
**CREAM of WEST**  
PRODUCE BREADS WITH TASTE APPEAL  
**THE RED WING MILLING CO.**  
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.*

All Grades  
**RYE FLOUR**  
1000 cwts. Flour—250 cwts. Meal  
**GLOBE MILLING COMPANY**  
WATERTOWN, WISCONSIN

**Exceptional Bakery Flours**  
**NO-RISK EX-HI NO-RISK PLA-SAFE**

**THE ABILENE FLOUR MILLS CO.**  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.



**BULK FLOUR TRUCK**—Lyon & Greenleaf Co., Inc., Ligonier, Ind., is now shipping flour by bulk truck. The first shipment was made to the Schulze & Burch Biscuit Co., Chicago, which has set-up to receive bulk delivery. The truck has a capacity of 40,200 lb. and is owned by Lyon & Greenleaf. The truck unloads by utilizing air pressure. Some of the scenes at the delivery of the first load recently are shown here. Left to right: James Kelly,

Lyon & Greenleaf; Gunner Johnson, Schulze & Burch; Todd Stewart, Schulze & Burch; A. J. Brown, Schulze & Burch; Lyle Schuman, president of Lyon & Greenleaf; and Clyde Davis, Lyon & Greenleaf. In the center, E. J. Burke, E. J. Burke & Co., Chicago flour distributor, is shown near the cab of the truck. A shot of the truck itself, a product of Fruehauf Trailer Co., Detroit, is at the right.

## Interstate Ups Quarterly Income

KANSAS CITY — Interstate Bakeries Corp. raised its net income to \$879,054 or the equivalent of \$1.04 a share, during the 12-week quarter ended Oct. 8.

The increase compares with \$720,993 or 84¢ a share in the similar period last year. Sales during the third quarter of this year increased to \$23,194,798 from \$21,697,147.

For the 40 weeks ended Oct. 8, Interstate profits amounted to \$2,518,230 or \$2.94 a share, up from the \$2,386,401 or \$2.76 a share of a year ago. There were 763,605 shares outstanding.

Sales during the first nine months reached \$76,191,819 as compared with the 1954 period's \$70,085,556.

R. L. Nafziger, president, declared that Interstate's strong third quarter showing continues the second quarter trend for both sales and net earnings after taxes.

"Severe strike losses in the first quarter," Mr. Nafziger explained, "got the company off to a bad start in comparative net earnings figures."

"However, successful integration of the company's new plants in Northern California and the Southeast, along with aggressive sales programs in those new territories, is contributing to overall sales totals."

## Langendorf Net Profit Up Sharply

SAN FRANCISCO — Langendorf United Bakeries, Inc., had the second highest net profit in the firm's history for the fiscal year ended July 2.

The profit, reported by Stanley S. Langendorf, president, was \$1,302,366, equal to \$3.97 a share on 283,000 shares of common stock outstanding. Net for the preceding year was \$908,901, or \$2.60 a share on the 281,300 shares which were then outstanding.

Net sales of the firm in the last 53 weeks rose to \$56,369,557 as compared to \$50,712,452 for the 52 weeks of the prior year.

Langendorf during the past year has completed construction of a new \$2,400,000 bread plant at Los Angeles and purchased the Grandma Baking

Co. with cake and cookie plants in Oakland and Los Angeles. The company also acquired the business and routes of the Peerless Baking Co., San Luis Obispo, Cal.

"The Pacific Coast's expanding population," Mr. Langendorf declared, "coupled with increased industrial activity, gives us cause for an optimistic appraisal of the future. Modernization of plant facilities and improvements in our operating procedures have enabled us to more adequately serve the areas in our territory and to plan ahead for future growth."

## General Baking Net Profit Dips

NEW YORK — George L. Morrison, president of General Baking Co., announced that the estimated net profit of the company for the 39-week period ended Sept. 24, 1955 (after estimated federal income taxes of \$936,855) amounted to \$1,132,830, equal to 40.25¢ a common share after meeting preferred dividend requirements.

This compares with an estimated net profit for the corresponding period in 1954 (after estimated federal income taxes of \$937,525) of \$1,196,068, or 44.27¢ a common share.

### CUSHMAN'S DIVIDENDS

CHICAGO — The board of directors of Cushman's Sons, Inc., has declared a regular quarterly dividend of \$1.75 per share on the 7% cumulative preferred stock payable Dec. 1, 1955, to stockholders of record Nov. 10, 1955.

**"SLOGAN SPECIAL"**  
*The Quality Baker's Flour*  
**Oklahoma Flour Mills Co.**  
EL RENO, OKLAHOMA

THE STANDARD  
others strive to reach  
**White Swan FLOUR**  
SPRINGFIELD MILLING CORP.  
MINNEAPOLIS, MINNESOTA





**PRACTICAL GIVEAWAY**—Two of the 14,000 attending the Baking Industry Exposition in Atlantic City found just the thing for tired convention feet at the Western Condensing Co. booth. Foam rubber insoles were given away by the thousands to bakers such as Mr. and Mrs. Lawrence K. La Vanway, Acme Baking Co., Detroit. Shown above fitting Mrs. La Vanway is Douglass L. Mann (standing) director of sales, and John E. Guyette, food products sales manager for Western Condensing, manufacturer of whey products for the baking industry.

## Mostly Personal...

Perie Rumold, for many years associated with the milling and baking industries, with the Standard Milling Co., Kansas City, and later owner of a bakery at Columbia, Mo., visited in Kansas City recently on a vacation from Beirut, Lebanon, where he is chief of a quality control division for the United Nations Relief and Works Agency, working with Palestine refugees. Mr. Rumold, who has been with the UN agency since 1953, said that almost 75% of the ration of the refugees consists of flour and that many of the refugees live on \$20 worth of food and soap they are given each year by the agency.

Jack D. Gardiner, treasurer, Van de Kamp Holland Dutch Bakeries, Inc., was the luncheon speaker recently during the sixth annual Systems and Procedures Conference which was held at Los Angeles. The University of California assists in sponsoring the conferences.

Abraham Berman, managing director of a Jerusalem bakery, and Daniel Angel, managing director of an Israeli baking firm with plants in Jerusalem and Haifa, recently viewed operations in Philadelphia at Hanscom Brothers, Gold Medal Bakery, Penn Fruit Company's bakery and the installation of American Stores, Inc.

Carl Stiefel, Philadelphia representative for the Bakers Merchandise Cooperative, and Mrs. Stiefel recently observed their 50th wedding anniversary. A son, William J. Stiefel, is a representative for the Wesson Oil & Snowdrift Sales Co. and secretary of the Master Bakers Business Association of Philadelphia.

G. Cullen Thomas, vice president of General Mills, Inc., has been com-

mended by the board of directors of the American Institute of Baking for his work as head of a citizens committee that recently completed a report on the Food and Drug Administration. The 14-member committee was appointed in February by the secretary of health, education and welfare to investigate and advise on the policies of the FDA.

John A. Apple, president Butter Krust Baking Co., Sunbury, Pa., was recently honored as "father of the year" by Gettysburg College. Mr. Apple, member of the Gettysburg class of 1919, is vice president of the college's board of trustees. One of his sons is a graduate of, and another is attending Gettysburg.

Charles A. Gabe, plant engineer of the Manbeck Bread Co., Hagerstown, Md., was awarded first prize in the Du Pont film department's "baked foods ad popularity contest" held at Du Pont's boardwalk exhibit during the recent Baking Industry Exposition in Atlantic City.

The Retail Bakers' Assn. of Westchester county honored at a testimonial dinner recently at Hillman's Restaurant, Hartsdale, N.Y., three members who have been with the association many years. The group includes Charles J. Breitenbach, a former president who served 12 years, George Yunker, treasurer of the association for 12 years, and Otto Brehm, a charter member of the group who is celebrating more than 50 years with the baking industry.

Thomas P. O'Connor of General Mills, Inc.'s New Haven, Conn., office was elected allied trade division vice president, Connecticut Bakers Assn., at the association's 23rd annual meeting in Hartford, Conn., on Oct. 24.

### 3 Named to Board of University Fund

ATLANTA—Three new members have been added to the board of trustees of Southern Bakers University Fund, Inc. They are Louis Barth, Colonial Stores Bakery, Atlanta, representing wholesale baking chain stores; Harry Mutch, Mutch's Bakery, Orangeburg, S.C., retail bakery member, and John Murray, Murray Biscuit Co., Augusta, Ga., cookie-cracker representative.

—BREAD IS THE STAFF OF LIFE—

### Philadelphia Bakers Plan Coming Events

PHILADELPHIA—The Philadelphia Bakers Club will hold its seventh annual Father-Son sports night Dec. 8 at the Penn-Sherwood Hotel. Philadelphia sport celebrities and school and college stars will dine with the bakers and the future bakers.

The club's Christmas party will be held Dec. 19, at the Philadelphia Rifle Club beginning at 6:30 p.m.

The Ice Follies will be a January attraction in Philadelphia, and Jan. 10 is "Bakers' Night."

### SBA CONFERENCE

(Continued from page 44)

tion is by distributing AIB materials, she advised.

The AIB representative asked for continued cooperation in keeping up the high standards in the baking industry and urged bakers not to hesitate to advertise high quality ingredients and products.

Variety was added to the program by screen projection of old-time and recent association group photographs and candid pictures of Connecticut bakers and allied tradesmen at the ABA convention and exhibition at Atlantic City. Also shown was the Port of New York Authority's sound film in color "Via Port of New York." This film replaced an intended Chamber of Commerce of the U.S. film, which was delayed because of flood conditions.

A "Friendship Hour" sponsored by the allied trades division and the annual banquet in the hotel's Capitol Ballroom concluded the one-day annual meeting and fall convention.



## La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend  
on LA GRANGE  
FLOURS

**LA GRANGE MILLS**  
RED WING, MINNESOTA

### WHITE WHEAT

Low Protein Cake  
and Cookie Flours

**AMENDT MILLING CO.**  
Monroe, Mich.

### PRESTON-SHAFFER MILLING CO.

WALLA WALLA, WASH.

Established 1865

Soft White Winter Wheat Flour a Specialty

You can make better bread with  
**SUNNY KANSAS Flour**

**The WICHITA  
Flour Mills Co.**  
WICHITA, KANSAS

### "RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein  
wheat district of central western Kan-  
sas, and secures most of its wheat  
directly from growers.

**RUSSELL MILLING CO., Russell, Kansas**



**HUBBARD FLOURS**

**CONSISTENTLY TOPS  
IN THE  
SPRING WHEAT FIELD**



SINCE 1879

**HUBBARD MILLING COMPANY**  
MANKATO, MINNESOTA

# WESTERN STAR KANSAS STAR GOLDEN CREST

## A COMPLETE BULK FLOUR SERVICE FOR THE BAKING INDUSTRY



The Western Star Mill Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers the following complete bulk flour service.

- (1) Bulk rail cars are now available for the movement of Western Star flours in shuttle service from the Western Star mill to bakers.
- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective."

**The WESTERN STAR MILL CO.**  
SALINA, KANSAS

**DIXIE LILY**

**Plain and Self-Rising**  
*A Flour Without Equal  
Anywhere*

**BUHLER**  
MILL & ELEVATOR CO.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

**"Whitewater Flour"**

Ground Where the  
Best Wheat Is Grown

WHITewater FLOUR MILLS CO.  
Whitewater, Kansas

**Evans Milling Co., Inc.**

INDIANAPOLIS, IND., U. S. A.

Manufacture Kilo-Dried  
DEGERMINATED CORN PRODUCTS  
Capacity, 16,000 Bushels

Quality Millers Since 1879

**BUFFALO FLOUR**  
THE WILLIS NORTON  
COMPANY  
WICHITA, KANSAS

**QUALITY FLOURS**

**St. Cloud Milling Co.**

Sales Offices:  
580 Grain Exch. Bldg., Minneapolis, Minn.  
Mills at  
St. Cloud, Minnesota

Strong, Bakers' Patents

**SPRING PILOT  
KANSOTA  
KANSAS PILOT**

**ROANOKE CITY MILLS, INC.**

"Finest in the South"  
ROANOKE VIRGINIA

# POLAR BEAR FLOUR IS KING



POLAR BEAR has been making long-time friendships with bakers for more than 50 years. Such enduring business relationships must be built on quality and good faith . . . and both of these are basic fundamentals in the operation of this company.

FOUNDED BY  
ANDREW J. HUNT-1899

THE NEW FPA MILLING CO. ARKANSAS CITY, KANSAS

## CONVENTION CALENDAR

Nov. 13-15—New England Bakers Assn.; Hotel Statler, Boston, Mass.; Sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

Nov. 13-15—Southern Bakers Assn. Production Conference; Biltmore Hotel, Atlanta; Sec., Benson Skelton, 26 Cain St., N.W., Atlanta, Ga.

1956

Jan. 15-17—Ohio Bakers Assn.; Sheraton-Gibson Hotel, Cincinnati, Ohio; Sec., C. L. Coffman, Seneca Hotel, Cleveland, Ohio.

Feb. 5-7—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

Feb. 5-7—Pennsylvania Bakers Assn. winter convention; Bellevue-Stratford Hotel, Philadelphia; Sec., Theodore Staab, 600 N. Third St., Harrisburg, Pa.

Feb. 10-12—Bakers Assn. of the Carolinas Golf Stag Outing; Carolina Hotel, Pinehurst, N.C.; Sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.

April 10-11—Allied Trades of the Baking Industry Baker's Forum; Ambassador Hotel, Los Angeles; sec., Phil Seitz, P.O. Box 418, Montrose, Cal.

April 12-15—Southern Bakers Assn.; Roney Plaza Hotel, Miami Beach, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3, Ga.

Apr. 16-18—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 15-16—Iowa Bakers Assn.; Hotel Savery, Des Moines; Sec., Walter Dolch, 107 S. Main St., Maquoketa, Iowa.

June 9-12—New England Bakers Spring Convention; Equinox Hotel, Manchester, Vt.; sec., Robert E. Sullivan, 51 Exeter St., Boston, Mass.

June 17-20—Potomac States Bakers Summer Convention; The Cavalier, Virginia Beach, Va.; sec., Emmet

Gary, 16 McClellan Place, Baltimore 1, Md.

June 18-20—Bakers Assn. of the Carolinas; Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

July 15-18—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs, W. Va.; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

## Committee Brings AIB Membership Up 36%

CHICAGO—The membership committee of the American Institute of Baking has accomplished a 36% increase in AIB membership in its first year of activity. All members have accepted reappointment to serve in 1956. They are:

Howard B. Cunningham, vice president of the National Biscuit Co., chairman; F. W. Birkenhauer, president, Wagner Baking Corp.; Clarke Buswell, vice president, Helms Bak-

eries; C. J. Downing, president, Old Homestead Bread Co.; John Kluebsch, president, Chapman & Smith Co.; John Koetting, chairman, Fehr Baking Co.; J. U. Lemmon, Jr., retired vice president, Doughnut Corporation of America; Phil Laughlin, West Coast regional manager of Ekco Products; Joseph A. Lee, retired first vice president, Standard Brands, Inc.; Frank X. Ragan, assistant to the vice president of Standard Brands, Inc.; Charles Ritz, president, International Milling Co., and William Stoneman, Jr., president, Panipus Co.

# THE BIG ATLANTIC CITY EXPOSITION NEWS

## Bakers who attended Exposition see BIG PROFITS AHEAD

### DCA UNVEILS AUTOMATIC VARIETY DONUT PRODUCTION — NOW AVAILABLE TO EVERY BAKER

DOCO SEMI-AUTOMATIC CUTTER

DOCO AIRI-MATIC CONDITIONER

DOCO FEED TABLE AND CONVEYOR

DOCO FRYER

DOCO GLAZER-STACKER

DOCO VELO-MIST COOLER

DOCO SUGARING MACHINE

DOCO PACKING TABLE

Bakers came—they saw—they concurred: DCA's "Automatic Donut Department of Tomorrow" which was unveiled at the Atlantic City Exposition was everything (and more!) than advanced reports promised.

They saw the completely mechanized variety donut department including the two new, dramatic units: THE DCA AIRI-MATIC Conditioner—the first automatic conditioner made to handle screens and cloths; and the DCA VELO-MIST Cooler—the first scientific humidity and air velocity controlled cooler in history.

They saw the new automatic cutter, fryer, glazer-stacker . . . the new sugaring machine and packing table . . . and

how easily these units of equipment could be adapted and put together to fit every baker's need. They saw how simple it was to make every type of cake and raised donut—glazed, sugared, rings and sticks; restaurant and package sizes. They saw the merchandising show which dramatized practical ways to promote donuts in the grocery, restaurant; retail. They saw the biggest display of donut packaging ever assembled.

And if you had been unable to attend the Exposition, this help (plus the many new ideas that were developed and exchanged in Atlantic City) is available to you through DCA's Sales Engineers, all of whom were there. Ask him for the facts when he calls.

## DOUGHNUT CORPORATION OF AMERICA

West Coast — 1255 — 67th Street, Oakland 8, Calif.      45 West 36th Street • New York 18, N. Y.

## B-E-T-S

NOW AVAILABLE IN  
2 FORMS

### THE ORIGINAL BREAD ENRICHMENT TABLETS

Contains Ferrous Sulfate, the most highly assimilable form of iron, an exclusive feature—at no extra cost.

### B-E-T-S WITH VITAMIN D

Another first for B-E-T-S. Addition of "sunshine" Vitamin D means extra sales appeal.

Write or wire for full information

*Sterwin Chemicals*  
Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, NEW YORK  
*Pioneers in Food Enrichment*



## S.B.A. Conference CONNECTICUT

(Continued from page 11)

panel, "Brew Fermentation Methods," moderator, M. J. Swortfiguer, Chicago, Ralph Manewal, Minneapolis, Cliff R. Scarborough, Charlotte, N.C. and S. Joe Meyer, Chicago; 11:30 a.m., "From the Front Door in," Harrison Jones, Atlanta; 1:30 p.m., assembly; 1:45 p.m., singing; 1:55 p.m., introduction of session chairman, Adolph J. Svitak, Atlanta; 2 p.m., "Variety Pound Cake," Harry R. Vernon, Chicago; 2:45 p.m., "Bulk Flour Handling," Paul C. Jones,

Greensboro, N.C.; 3:10 p.m., "Before and After Story of John Dough's Super Sanitary Bakery," H. W. Gillespie, Chicago; 3:55 p.m., "Production's Responsibility to Sales," Charles L. Golden, Tampa, Fla.; 4:15 p.m., "Sales' Responsibility to Production," Roy R. Peters, Lakeland, Fla.; 4:35 p.m., announcements; 4:40 p.m., adjournment.

Nov. 15 program: 8 a.m., group breakfast, Empire Room, F. B. Evers, Nashville, master of ceremonies; speaker, Dr. Robert C. S. Young, Granville, Ohio; 9:45 a.m., assembly; 9:55 a.m., singing; 10:05 a.m., Greetings from Sen. Walter F. George; 10:10 a.m., introduction of session

chairman, Edward M. Voorhees, New Orleans; 10:15 a.m., "Let's Get Current on Yeast Raised Sweet Goods," Ray J. Thelen, Minneapolis; 10:55 a.m., "New Orleans' Type French Bread, With Emphasis on Brown 'n Serve," Andreas F. Reising, New Orleans; 11:30 a.m., "New Crop Flours, Types and Fermentation," J. S. Devanny, Lincoln, Neb.; 12 noon, "Standardization of Packaging," Merrill Maughan, Chicago; 12:35 p.m., "Are You Ready With Man Number Two," Harvey G. Rodgers, Kansas City; 1:15 p.m., adjournment.

—BREAD IS THE STAFF OF LIFE—

## Rap-in-Wax Adds Sales Representatives

MINNEAPOLIS—Most recent development in the sales reorganization program of the Rap-in-Wax Co., Minneapolis, was the appointment of the following representatives:

Terminal Paper Co., Philadelphia; Wraps, Inc., New York; George W. Beale & Co., Westfield, N.Y., and Stewart F. Shank, Denver.

W. E. Zimmermann, vice president in charge of sales, said the appointments are the result of sales expansion plans for all of the company's flexible packaging materials.

—BREAD IS THE STAFF OF LIFE—

## SAWYER LEASES WAREHOUSE

WARSAW, IND.—Beginning Jan. 1 the Sawyer Biscuit Co. will lease a new 14,000 sq. ft. warehouse being erected here. The Sawyer division of

the United Biscuit Co. of America plans to give up its warehouses in South Bend and Fort Wayne and consolidate distribution operations in Warsaw.

## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

**BAKER SUPERVISOR — JUNIOR CHEMIST:** Two positions—Baking Supervisor and Junior Chemist—with producers of Swans Down Cake Mixes, offering broad opportunity for advancement. Baking supervisor must have cereal chemistry degree with experience in prepared mixes, angel food and shortening cake baking, and doughnut frying. Will supervise control baking lab. Junior chemist must have degree in chemistry or cereal chemistry. Will test wheat, flour and all ingredients used in large scale prepared mix production. Fine benefits and working conditions offered only by General Foods Corporation. Write, giving full resume including salary desired to Igleheart Brothers, Jell-O Division, General Foods Corporation, 1600 First Avenue, Evansville 7, Indiana. Attention: Mr. J. C. West.

Independent spring wheat mill seeks aggressive brokerage representation in Ohio, Indiana and western Pennsylvania. Address 1208, The American Baker, Minneapolis 1, Minn.

**Drinkwater  
BAKERY FLOUR  
MORTEN MILLING CO.**  
Dallas, Texas



## Christmas Gift Suggestion

GIVE A  
SUBSCRIPTION TO



*The American*  
**BAKER**

PUBLISHED MONTHLY FOR THE BAKERS OF AMERICA

### HOLIDAY RATES

One 1-year Gift .....	\$ 2.00
Two 1-year Gifts .....	3.00
One 2-year Gift .....	\$ 3.00
Two 2-year Gifts .....	5.00

Please enter the following Gift Subscriptions and announce each with THE AMERICAN BAKER'S Christmas Card bearing my name:

☐ One Year ☐ Two Years ☐ New ☐ Renewal

Name .....

Address .....

City ..... Zone ..... State .....

Gift Card to Read From: .....

☐ One Year ☐ Two Years ☐ New ☐ Renewal

Name .....

Address .....

City ..... Zone ..... State .....

Gift Card to Read From: .....

☐ One Year ☐ Two Years ☐ New ☐ Renewal

Name .....

Address .....

City ..... Zone ..... State .....

Gift Card to Read From: .....

**THE AMERICAN BAKER** P. O. BOX 67  
MINNEAPOLIS 1, MINN.  
2501 WAYZATA BOULEVARD

## Soft Winter Wheat Flours

Family - Commercial  
Export

Long Distance Telephone 32  
Cable address—"Jasco"

**J. Allen Smith & Co., Inc.**  
KNOXVILLE 4, TENNESSEE

Statement of the ownership, management, circulation, etc., required by the Act of Congress of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The American Baker, published monthly at Minneapolis, Minnesota, for Oct. 1, 1955, State of Minnesota, County of Hennepin, ss. Before me, a notary public in and for the State and County aforesaid, personally appeared Thomas A. Griffin, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The American Baker and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form to wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Miller Publishing Co., Minneapolis, Minn. Editor, Frank W. Cooley, Jr., Minneapolis, Minn., and Managing Editor, Milton B. Kihlstrum, Minneapolis, Minn. Business Manager, Thomas A. Griffin, Minneapolis, Minn. 2. That the owner is (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1% or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Miller Publishing Company, principal stockholders of which are: Anna J. Beatty, Minneapolis; Frank W. Cooley, Jr., Minneapolis; Paul L. Dittmore, New York, N. Y.; Henry S. French, Chicago, Ill.; Thos. A. Griffin, Minneapolis; E. J. Hartwick, Minneapolis; Milton B. Kihl-

strum, Minneapolis; W. E. Lingren, Minneapolis; W. G. Martin, Jr., New York City; C. K. Michener, Minneapolis; Martin E. Newell, Kansas City, Mo.; W. C. Nichols, Minneapolis; V. T. O'Dea, St. Paul; H. J. Patridge, Minneapolis; James G. Patridge, Minneapolis; Eleanor L. Pillsbury, Minneapolis; Dorothy B. Pratt, Minneapolis; Don E. Rogers, Chicago, Ill.; Mrs. Rebekah S. West, St. Louis, Mo.; Claudia Yantis, Minneapolis; H. E. Yantis, Minneapolis, Minn. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bonds, mortgages, or other securities are (If there are none, so state): None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is— (This information is required from daily, weekly, semiweekly and triweekly newspapers only.) Thomas A. Griffin, Business Manager. Sworn to and subscribed before me this 30th day of September, 1955. J. G. Patridge, Notary Public, Hennepin County, Minnesota. (My commission expires March 17, 1957.) (Seal.)

# UNIFORMITY is the Answer

## UNIFORM MILLING MEANS UNIFORM BAKING

Chances are you, too, have discovered that a quality product is the surest . . . and cheapest . . . way of competing for the consumer's food dollar.

To assure you of quality baked goods, Midland Flours are milled in accordance with exacting techniques. From preliminary crop surveys through actual milling processes, *scientific* controls eliminate all guess work and chance . . . assure you of absolutely uniform baking results.

Because there can be no compromise with Midland's unvarying standards, you obtain greater production savings and baked goods with increased sales appeal.

It's just good business to use uniform-milled flours by Midland.

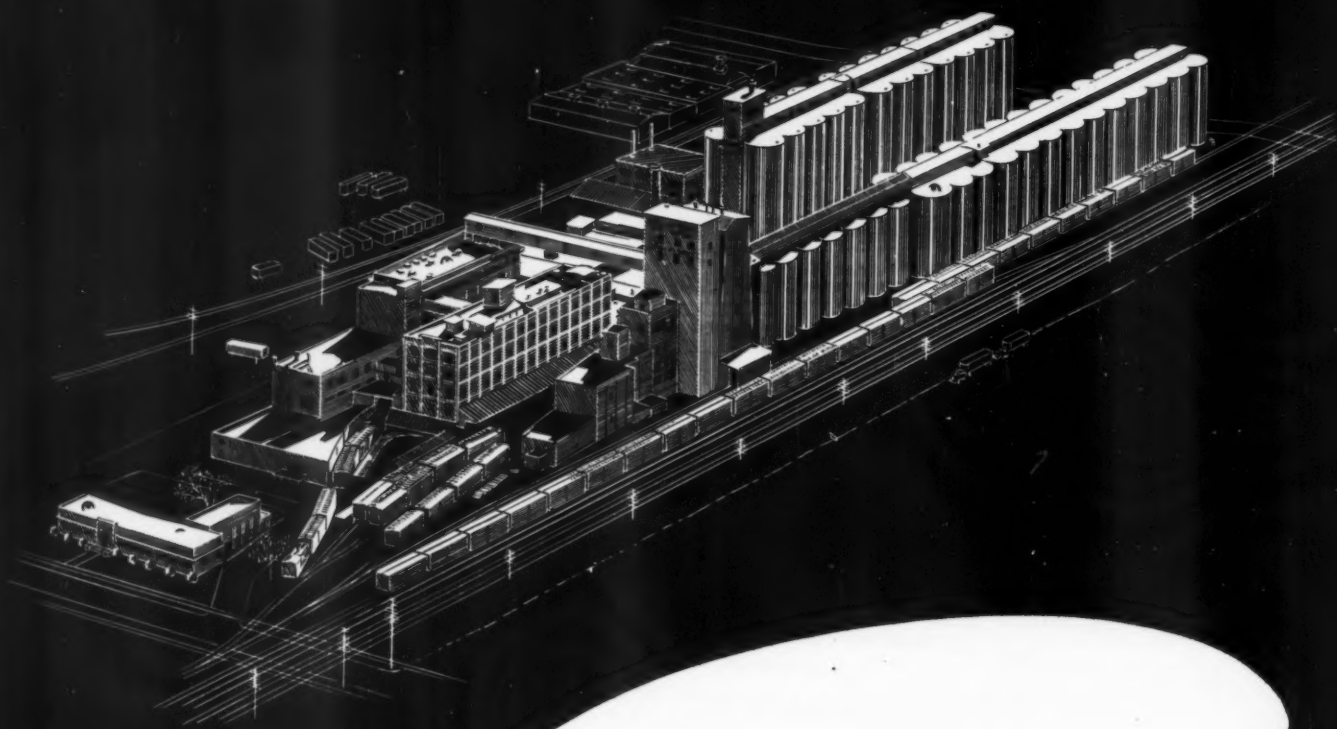


**Town Crier**  
**FLOUR**

UNIFORM-MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY**  
**NORTH KANSAS CITY, MO.**





*It may be  
extravagant  
to pay less*

SILK FLOSS  
GOLDEN SEAL  
SANTA-FE TRAIL

FLOURS OF CHARACTER

*Your Bakery Deserves the Best!*

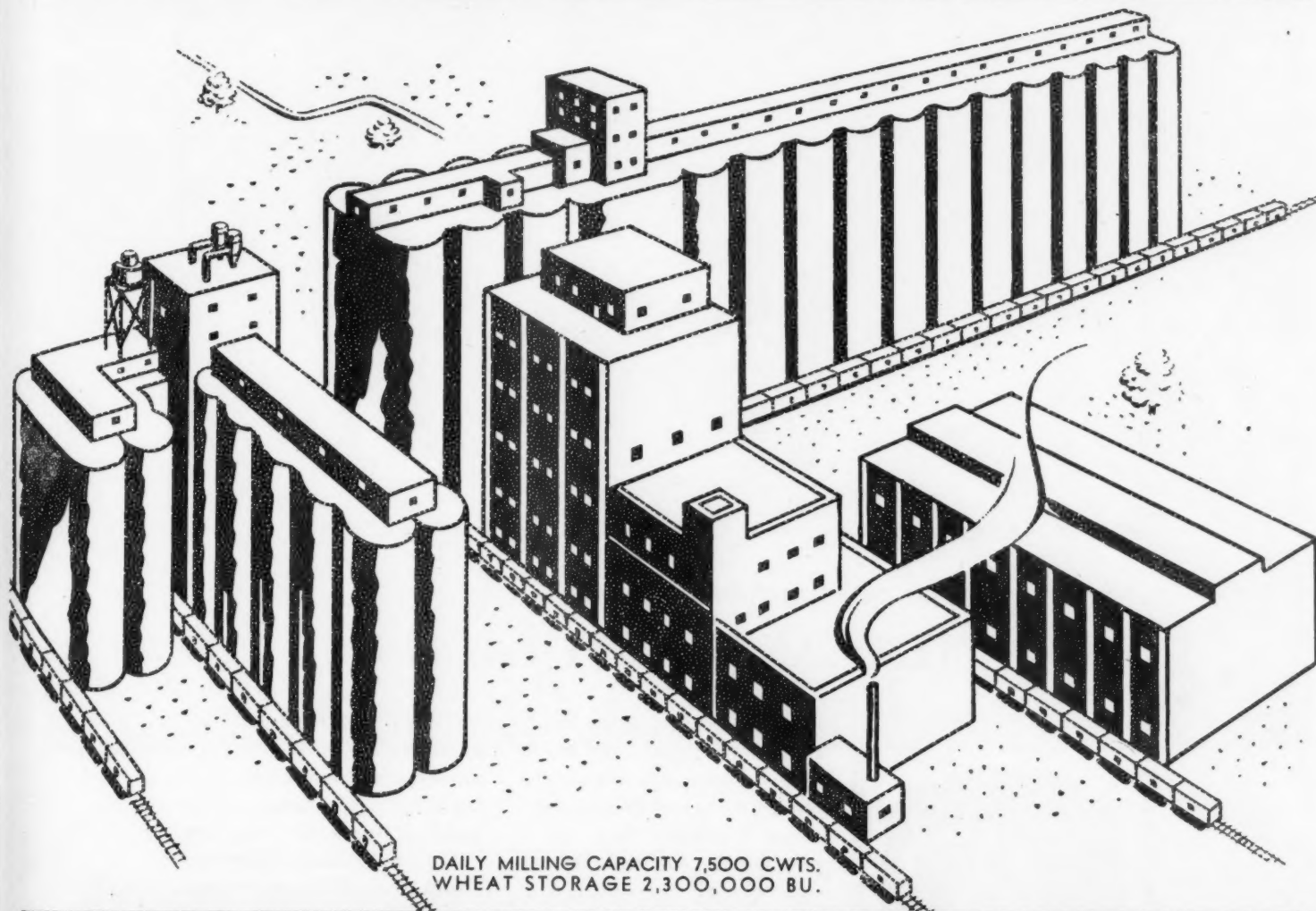
**THE KANSAS MILLING COMPANY**

WICHITA • KANSAS

Mills at Wichita and Maundridge, Kansas      Marion, Ohio  
CAPACITY: 12,000 CWTs.      STORAGE: 4,500,000 BUSHELS



"If it's **I-H** milled it's good flour"



THERE IS NO SURER way to bread quality than to start with I-H flours. They yield the smooth, white superior texture so desired. I-H flours are milled by master craftsmen who know how to get the best out of the choice wheats.

**I-H**  
*The*  
**ISMERT-HINCKE** *Milling Company*  
 KANSAS CITY, MISSOURI



Results are better when your choice is right!

FOR MIXING  
CAKES,  
YOU'D USE  
A CAKE  
PADDLE



FOR BEST RESULTS IN HIGH-SUGAR-CONTENT CAKES...

choose **AMERICAN BEAUTY** Cake Flour!



For delicate cakes—angel food, sponge or high-ratio white layer cakes—no flour does the job like American Beauty Cake Flour. Premium flour for a premium job. American Beauty carries high percentages of shortening—up to 140% sugar . . . and gives you maximum volume, velvety texture plus unusual keeping qualities.

To round out your cake flour

requirements, Russell-Miller offers *Royal Patent* for medium-sugar-content cakes, *Solite* for lower-sugar-content cakes and *R-M Special* for lean cakes.

Let your Russell-Miller representative tell you more about these and the other fine R-M bakery flours—all selected and milled to meet your every requirement with uniform quality and dependability.

**R<sub>x</sub>** FOR ALL YOUR FLOUR NEEDS . . .

Occident  
Producer  
Sweet Loaf  
Eaco  
Sunburst  
Gold Heart

Kyrol  
Occident 100%  
Whole Wheat  
Powerful  
Baltic  
American Beauty  
Special

American Beauty  
Bakers  
Reliable  
American Beauty Cake  
Royal Patent  
White Spray

**RUSSELL-MILLER**  
*Bakery Flours*  
MINNEAPOLIS 15, MINNESOTA



## from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

That's why King Midas helps bakers to consistently produce higher quality products.



# K I N G M I D A S F L O U R

A PRODUCT OF KING MIDAS FLOUR MILLS



MINNEAPOLIS, MINNESOTA



# BAKING HELPS

from The American Baker's  
Reader Service Department

## Baking Publications:

### BAKING SCIENCE & TECHNOLOGY

By E. J. Pylar, and staff of Siebel Institute of Technology  
In two volumes of over 800 pages. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field .....\$15.00

### SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers  
Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers .....\$3.75

### SCIENCE AND PRACTICES OF CAKE, PIE, COOKIE,

### PASTRY AND VARIETY BREADS MANUFACTURE (1955)

By John C. Summers  
A new book by Mr. Summers, a companion to his book on Breads and Rolls Manufacture .....\$4.75

### BAKERY MATERIALS AND METHODS

By Albert R. Daniel  
500 pages of sound information covering bread and cake production .....\$5.00

### BASIC SCIENCE FOR BAKERY STUDENTS

by P. S. Jewell, H. Mulholland and S. F. Everiss  
A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions .....\$4.00

### THE BAKERY TRADE AS A CAREER

By Albert R. Daniel  
For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry .....\$2.00

### MODERN BAKERY MANAGEMENT

By F. Boreham  
New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager .....\$1.50

### BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion  
An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint .....\$6.75

### VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter  
Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully illustrated art paper, cloth bound .....\$4.50

### PASTRIES (Revised 2d Edition)

By "Nirvana"  
Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks .....\$5.00

### MANNA (Revised 2d edition)

By Walter T. Banfield  
Over 500 pages. A comprehensive treatise on bread manufacture. Includes all classes of bread, including dietetic and fancy breads. Deals with processes in use, also gives details of specific faults in bread and causes .....\$6.50

### EXHIBITION GOODS

By L. O. Smith  
Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for .....\$7.00

### PIE MARCHES ON

By Monroe Boston Strause  
Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some .....\$5.00

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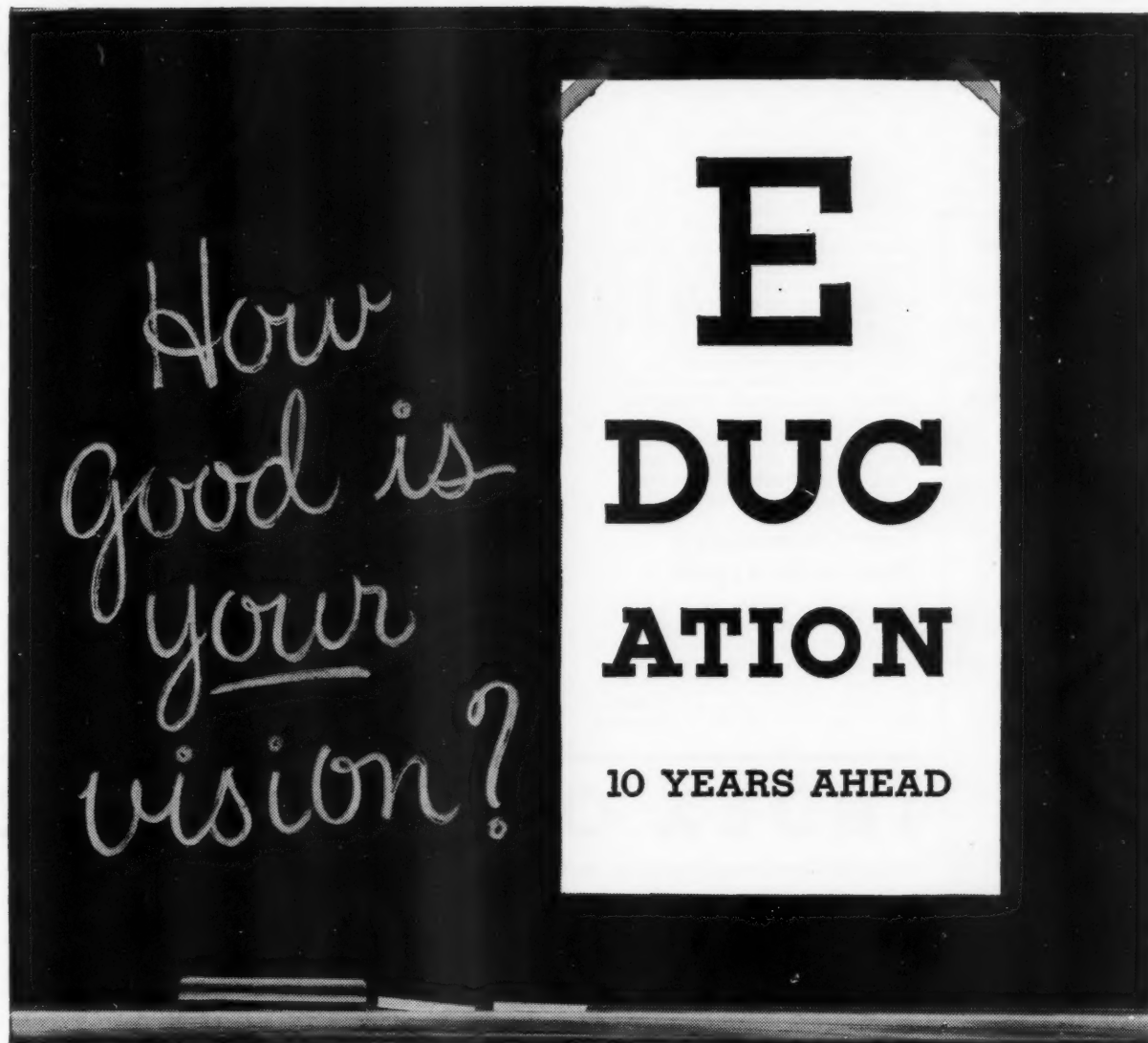
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## Swift Buys Armour's Lard Patent Rights

CHICAGO—In a recent contract signed by Swift & Co. and Armour & Co., Swift purchased all Armour patent rights in the field of modified lard, according to an Armour announcement.

Armour received \$250,000 in cash. In addition, the contract provides that Swift shall license other processors to use the modified lard patents on reasonable terms and that Armour shall be paid half of the royalties obtained. Armour will receive a royalty-free license to use both the patents sold to Swift and the Swift patents pertaining to modified lard.

Armour officials said that an out-of-court settlement had been reached in the federal suit filed by Armour charging that Swift infringed Armour's patent covering modified lard.

The patent covers the invention of Armour scientists by which lard is treated with heat in the presence of a catalyst, forming a shortening superior to lard for baking cakes and other uses, Armour officials said.

—BREAD IS THE STAFF OF LIFE—

## Carr-Consolidated Plant to Be Rebuilt

CHICAGO—Plans are to rebuild the Carr-Consolidated Biscuit Co. plant in Chicago. It burned recently with a loss estimated at \$21 million.

James E. Davis, chairman of Winn & Lovett Grocery Co., Jacksonville, Fla., of which Carr-Consolidated is a

subsidiary, said the plant was completely covered on a replacement value basis by fire and other forms of insurance. The insurance protection includes a "business interruption" clause which provides the company with full protection of its profits through reimbursement of added costs and continuing non-productive expenses pending reconstruction of the plant, Mr. Davis said. Customers are being supplied from other sources until the plant is rebuilt, he said.

—BREAD IS THE STAFF OF LIFE—

## Sara Lee Establishes Nationwide Distribution

CHICAGO—The Kitchens of Sara Lee, Inc., Chicago, has established national distribution of its line of baked products, Charles W. Lubin, president, has announced.

The announcement, which was made at a press conference in New York, came just one year after the company first revealed its plans for expanding distribution outside the Chicago area.

Sara Lee's products are sold as fresh-baked goods within a 300-mile radius of the Chicago bakery, and as frozen baked products in other parts of the country.

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## DISNEYLAND BAKERY

ANAHEIM, CAL.—The Puffin Bake Shop, a reproduction of a typical bakery of the gay nineties, is supplying baked products to the four restaurants and one vending center operating in the colorful wonderland created here by Walt Disney. The \$17 million amusement center, Disneyland, has the following restaurants: The Pirate Ship, the Chicken Plantation, the Maxwell House, the Red Wagon Inn, and a super-automat in "Tomorrowland."

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